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Qwant launches Qwant VIPrivity to protect against ad tracking on the web

- **Qwant, the leading privacy-first search engine in France, wants to help Internet users stuck in the "privacy paradox" to get out of it thanks to simple and efficient tools.**
- **Qwant is launching Qwant VIPrivity - Very Important Privacy -, a free solution to block trackers and advertising cookies and protect users' personal data throughout their web browsing.**
- **Qwant also has a new brand identity that is applied to all its products and services.**
- **With a new management team and 6 million monthly users, Qwant is focusing on its value proposition and deploying new ambitions to grow and satisfy its audience.**

Qwant launches Qwant VIPrivity, the free and simple tool that protects users' personal data while browsing the web

[Qwant VIP](#) - Very Important Privacy - is a web extension that is easy to install on computers and included by default on mobile applications, to automatically block trackers and advertising cookies present on the Internet. This extension ensures tracking-free browsing by extending the privacy of Internet users beyond the Qwant Search and Qwant Maps pages.

This new tool, free and easy to install, represents a key feature in the protection of personal data: without it, the websites visited can automatically track and store, without them noticing, all the digital actions of Internet users.

Once installed ([from the qwant.com homepage](#) or on browser stores; installed by default on mobile applications), Qwant VIPrivity protects Internet users from trackers, these advertising tracking tools and other tracking tags, hidden throughout the browsing experience. Qwant VIPrivity says no to cookies and makes most intrusive banners disappear, in order to make browsing more fluid.

[Qwant VIPrivity](#) is Qwant's new product, which extends the company's offering by protecting the personal data of Internet users throughout their browsing experience, on all the websites they visit.

Qwant wishes make Internet users aware of the issues related to personal data to get out of the "privacy paradox" and reveals a new brand identity

Qwant's goal is to get us out of the famous "privacy paradox" that makes us give up in the face of complexity and technicality and pushes us to agree to share our personal data with one click when we would rather not consent. For example: it takes one click to accept a cookie on a site and often at least two clicks and several minutes of reading to refuse it.

To raise awareness of these issues, Qwant will be launching an online and offline campaign in the coming weeks. The campaign will be accompanied by a redesign of the Qwant homepage and graphic universe to reflect the brand's new ambitions.

Designed to reinforced the link with its 6 million monthly users and all Internet users, the new homepage will not only be functional: it will highlight content dedicated to the challenges of personal data protection and will offer keys to understanding.

Qwant has also changed its graphic identity, revealing a more accessible, modern and engaging brand, for the debate on personal data is everyone's business, and no longer just a matter for experts.

The brand's logo has evolved to be more differentiating, more clear and more sober, associated with a cheerful graphic identity.

[Qwant](#) wants to illustrate its promise: to develop and make available to everyone digital tools and services that respect privacy, and that are easy to implement and use.

The screenshot shows the Qwant homepage. At the top left is the Qwant logo. Next to it is a search bar with the placeholder text "Search in private mode" and a magnifying glass icon. To the right of the search bar are two navigation links: "Maps" with a location pin icon and "Products" with a grid icon. The main content area has a light pink background. On the left, there is a headline: "Efficient and trace-free: 90% of users satisfied*". Below the headline is the text "The search engine that doesn't know anything about you" followed by two bullet points: "Zero tracking of your searches" and "Zero sale of your personal data". On the right side of the banner is a person wearing a white protective suit and goggles, with a large black outline of a rocket ship behind them. At the bottom of the banner, there are two navigation links: "Qwant, privacy by design" with a downward arrow and "News of the day" with a rightward arrow.

Qwant focuses on enriching its value proposition, with new ambitions

Since one year, the arrival of Corinne Lejbowicz, President, and Raphaël Auphan, CEO, at the management of Qwant, has allowed the company to consolidate its teams and begin a new phase of growth.

In 2021, the number of searches increased by 15%, bringing the total number of queries to over 200 million per month. At the same time, Qwant's gross revenue grew by 39% compared to 2020, reaching €11.9 million. This encouraging data confirms the relevance of Qwant's positioning on personal data protection.

Qwant is now setting itself new ambitions for the coming years:

- Continuously improve the user experience of its products through the quality of search results:
 - by continuing to develop its own technology, which mobilizes a team of over 50 people.
 - by evolving Qwant Maps, a mapping service developed by Qwant based on OpenStreetMap (open source technology).
 - by improving Qwant Junior, the ad-free search engine for 6 to 12-year-olds.
- Build loyalty and grow the audience in France and Europe to exceed 10 million users by 2025.
- Develop new privacy and data protection solutions for web browsing, beyond the search engine.

« Qwant is at the heart of a major societal challenge: the need to have a reliable and trusted Internet search, and more generally, to be able to browse the Internet while protecting one's personal data. We are therefore looking forward to the coming years with confidence, with a view to consolidating the development model that has been successful in 2021, building loyalty among our current user base and expanding our audience in France and Europe, in particular with the launch of new services to protect personal data. » confirms Raphaël Auphan, CEO of Qwant.

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About Qwant

Developed in France and leader in Europe, Qwant is the search engine that respects the privacy of its users by protecting their personal digital data.

Qwant develops its own web indexing technology, designed to provide unbiased, exhaustive and unprofiled search results. Qwant provides a search service with zero search tracking, zero advertising tracking and zero sale of personal data.

In addition to [Qwant Search](#), [Qwant Maps](#), a mapping service, and [Qwant Junior](#), a search engine dedicated to 6-12 years old, Qwant offers [Qwant VIPrivacy](#), a browser extension that allows users to browse the web without being subject to ad tracking. Qwant has 6 million monthly users. Find Qwant on desktop and on iOS and Android mobile applications.

Qwant, the search engine that knows nothing about you.

www.qwant.com

