



# Service Overview



## About Us

With a history dating back to 2011, **Internet Removals** is the longest operating content removal agency in Australia. Since inception, the business has received recognition from the likes of **GoDaddy**, **Channel 9** (Sixty Minutes), **Channel 10** (The Project), **ABC TV**, **ABC Radio**, **Triple J** (Hack program), **ABC Podcasts**, **News.com.au** and **various local radio programs**.

**Internet Removals** has serviced over 32 countries and has offices in the USA, UAE, UK, Philippines, Malaysia and Indonesia. Our unique reach and diverse group of staff enables our team to assist with any problem, in any language, with the utmost cultural sensitivity and respect.

**Internet Removals** is proud to promote a culturally diverse team of individuals who are both passionate about assisting clients with a wide range of issues and who are highly trained in the art of content removal and reputation management.

# 55,421

## URLS REMOVED

(as of Jan 2019)



## About YOU

Whether you are an individual or business, whether your business is a small local café or a large corporation, whether it has two staff members or two hundred, and whether your business has one location or several, your friends, employees and customers are talking about you or your business online.

In the world we live in today, information can rapidly be disseminated and thoughts about you or your business can become viral. These thoughts and commentary from your colleagues or customers have serious potential to either create or destroy your reputation within minutes.

Having a strong online reputation has a serious impact on the bottom line of your employment or business opportunities.

# 3.5B

**Google Searches per day.**

(as of Jan 2019)



## Services

### Content Removal Applications

Our Content Removal Application process has successfully removed all types of content on over 55,421 occasions (Jan 19). We provide our clients this service whereby we draft, submit and manage applications for the removal of potentially illegal content from the internet.

**Content Examples:** Negative Reviews, Revenge Porn, Doxing, Film Piracy, Counterfeiting, Unauthorised Social Media Pages, Impersonation, Spam Reviews.

**Platform Examples:** Google (Search), Google (Reviews), Facebook, Instagram, YouTube, Ripoff Report.

We work with individuals and businesses and we service all industries. For more information, [submit an enquiry](#).

### Case Study

A sculptor and artist engages Internet Removals to assist with the removal of unauthorised websites purporting to sell his works. There were 113 URLs across two different websites.

Within 30 days, Internet Removals had removed 97 URLs from the website directly, preventing any person from further accessing the fraudulent advertisements.

The remaining 16 URLs were referred to litigation for resolution.



## Services

### Review Management

As specialists in the field of online reputation management, Internet Removals can efficiently and cost effectively take over all of your review management needs, providing replies to customers across all known platforms and reporting back to the business with:

1. General advice & recommendation;
2. Risk identification & prevention strategies;
3. Recommended escalations to customer service; and
4. All other identifiable information that may be useful to the business for the purposes of internal improvement.

### Content Monitoring

We understand that both private citizens and corporate clients want to know what is being said about them online, where it has been said and by who. Unfortunately, this is a resource intensive process when done manually and even with help from tools like Google Alerts, you really can't get the full picture.

Thankfully, we developed a highly accurate and sophisticated content monitoring system that identifies and alerts clients to digital mentions as and when they occur.

Our system caters to all, be it a private citizen concerned about their image, an influencer, celebrity or sporting star, a small business or a large multi national.



## Services

### Reputation Management

At Internet Removals, we have invested over 7 years into creating and refining a process for managing the reputation of our clients. Our reputation management services include:

### Digital Footprint Analysis

We have a team of dedicated reputation analysts who are experts at analysing a digital footprint from the perspective of key stakeholders, searching for any content that may be of concern or risk. Once engaged, our team go to work attempting to find and record any content that may give rise to concern. Upon conclusion, our team finalise a report and provide recommendations as to ways to clean up, fix or reduce online risks associated with your digital footprint.

### Crisis Management

Unfortunately, disruptive and unexpected events occur in life; most of which we are totally under prepared to handle. At Internet Removals, we specialise in assisting our clients to manage internal and external times of crisis to ensure minimum escalation to online risk or concern.

# 7 YEARS

SPENT SOLVING PROBLEMS



## Recent Press

### 60 Minutes

**Age of outrage, Unmasked:** Charles Wooley finds out why Australians are so happy to hate. But is the age of outrage killing free speech?

### MeMedia

**Reputation Management Success Story:** Andrew sits down with the guys whose job it is to take down the trolls and salvage your online reputation.

### ABC

**The nightmare of mopping up your online reputation and the 'right to be forgotten':** The internet never forgets, and it is a lesson South African comedian and host of The Daily Show, Trevor Noah, is learning this week.

### ABNews.com.au

**Aussie businesses claim customers are using review site to 'extort' them.**

**The text that turned a Tinder match into a living nightmare.**

**The terrifying Tinder scam catching out countless Australians.**

**Names and locations of Aussie women being listed on sick revenge porn websites.**

**Revenge porn: How to tell if your date is crazy.**