



Cleanfox – Press release

Create a cleaner environment... with the Tinder for unwanted newsletters!

London, November 22nd, 2017 – Mark the date, today is the official launch of [Cleanfox](#): a free, smart and safe web platform providing you with a service to unsubscribe from spam newsletters and emails. With a simple click, you can be on the way to a cleaner, more organised inbox and save forests from carbon emissions.

Be the boss of your inbox

Does the sound of yet another email notification to your mobile device send a shiver up your spine? Recent studies from the University of British Columbia show that there is in fact a connection between constantly checking your emails and stress levels. Which isn't surprising upon receiving the 500th email from a website you haven't used since buying Mum's Christmas present last year. This burden can now cease to exist because Cleanfox is ready to declutter your inbox and make your life that extra bit easier to handle.

Tell me how to sign up:

1. You can connect to Cleanfox's website www.cleanfox.io
2. Download the app on the [Play App store](#) or [Apple App store](#)
3. Cleanfox automatically creates a list of all the newsletters and spam you receive.
4. You're then free to delete and unsubscribe with a single click. For each newsletter, Cleanfox will show your open rate, the number of emails you received, as well as your carbon footprint.
5. Once you've cleaned up your inbox, Cleanfox gives you access to your custom statistics where you're able to measure your impact on your inbox and the environment too!

Cleanfox has a fuss-free interface which is a no-brainer for anyone to understand.

How does a cleaner inbox make for a cleaner earth?

Today it has become general knowledge that being mindful of the environmental resources we use is of critical importance. Particularly when considering that building centres holding all our internet data are consuming as much electricity as 30,000 people.

McAfee data shows four grams of CO2 is the average carbon footprint left as a result of one email being sent. 200 million emails are sent simply every minute, meaning emails are directly responsible for the emission of more than 800 tons of CO2 per minute. Cleanfox prides itself on being a Tech for Good app and was privileged enough to have been invited to talk at this year's Change Now summit.

We're not sneaky snoopers

Cleanfox was born from a motivation to create a product that is free for users whilst also ensuring that the user is not the product. We value your trust and ensure that data security is one of our top priorities. Meaning Cleanfox does not sell or transfer personal data, and does not have access to any information that can lead to the personal identity of the user.



Who we are:

Cleanfox is the greenest way to unsubscribe from unwanted email subscriptions and was founded by Edouard Nattée. The Founder + CEO decided to create Cleanfox as a way to place technology at the consumers' and the planet's service. The Cleanfox team operate from within Paris, France and have already helped clean nearly half a billion unwanted emails.

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