

Online ReputationDefender wins investor backing

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The California-based firm was founded in 2006 as the first "online reputation and privacy management company."

"The explosion of consumer content on social channels like [Facebook](#) and search has awakened people to the reality that they need a way to control what's being said about them online," ReputationDefender founder Michael Fertik said in a press release.

ReputationDefender announced it is getting Series B funding from Bessemer Venture Partners and Kleiner Perkins Caufield & Byers.

"If you haven't Googled yourself, you're simply not paying attention to how your name, address, resume, relationships and conversations are published - or suppressed - in ways that don't serve you," said David Cowan of Bessemer.

"Information security today must evolve from protecting our hard drives to protecting our identities, and that's why we're delighted to join the leading venture in this field."

ReputationDefender services such MyReputation, MyChild, and MyPrivacy are aimed at helping people enhance their online images as well as guard against stalking, identity theft and other woes, according to the firm.

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