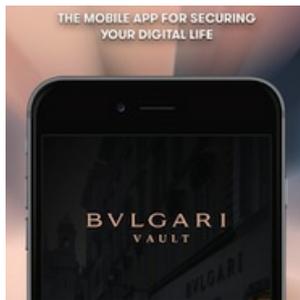


JEWELRY

Bulgari to safeguard consumers' data in Swiss bunker via app

July 21, 2016



The Bulgari Vault app

By STAFF REPORTS

Italian jeweler Bulgari is crossing over into the consumer solutions sector with the introduction of its Bulgari Vault mobile application.

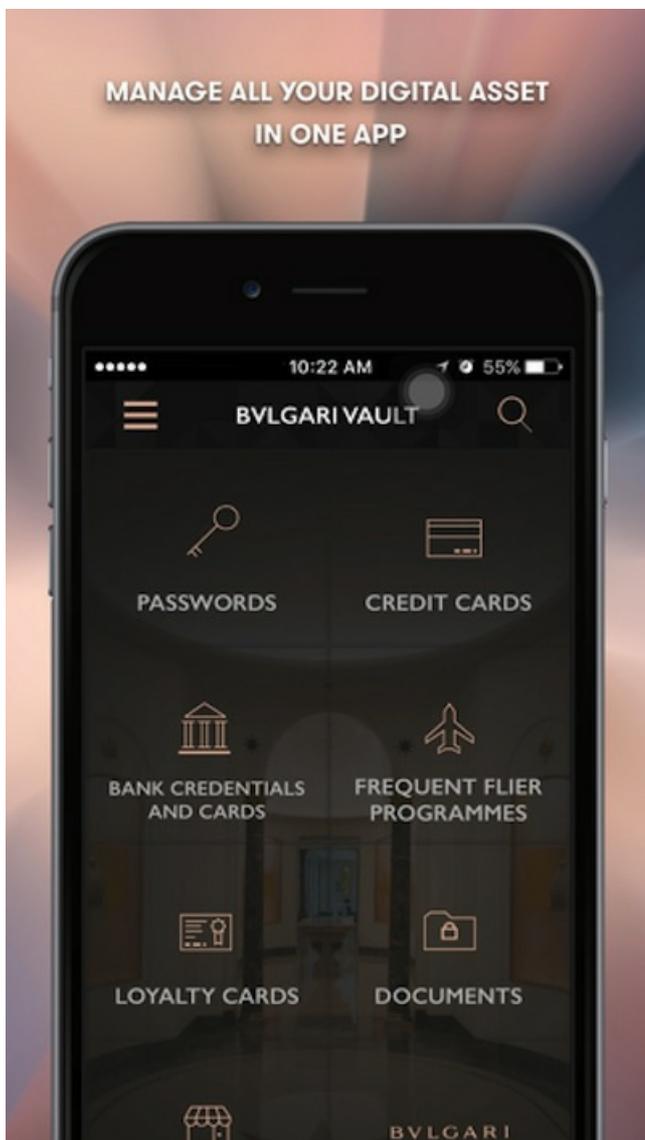
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For more than a year, Bulgari has shared a number of details regarding its forthcoming collaboration with Switzerland's WISEKey, a service that will provide consumers with secure digital protection while using mobile devices ([see story](#)). With mobile payments becoming more commonplace, affluent consumers have concerns that their personal details may be breached when shopping online or in-store, making the Bulgari Vault a welcome addition to the financial services lineup.

One from the vault

In addition to locating nearby Bulgari jewelry boutiques, the Bulgari Vault app safeguards consumers' digital life by providing a secure platform for sensitive information on mobile.

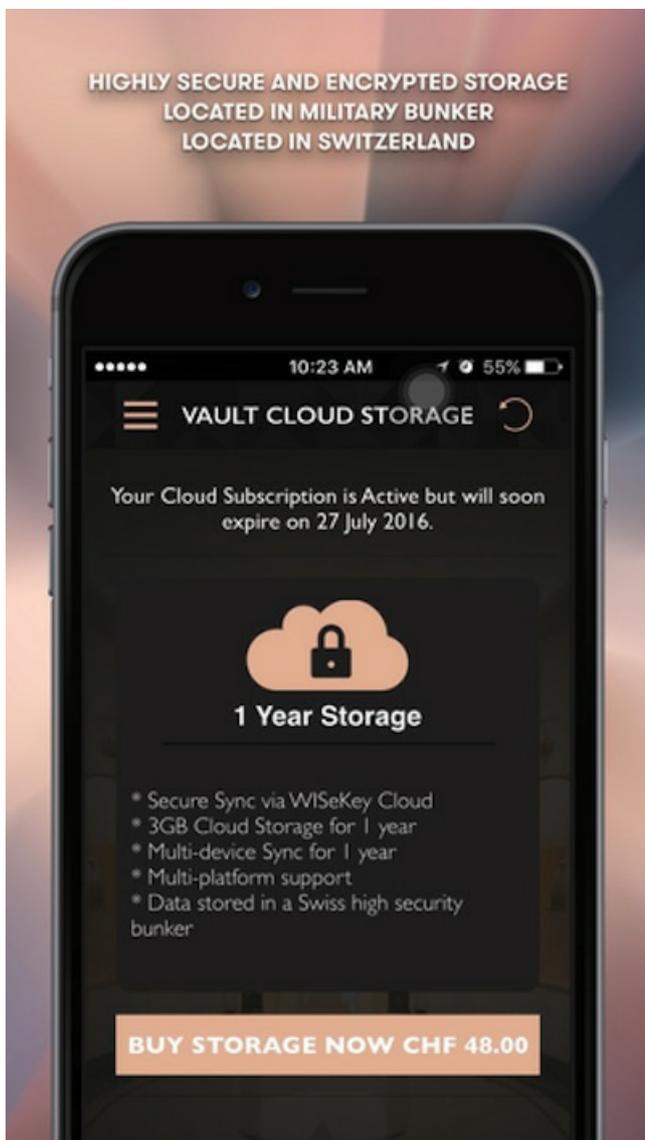
Working with WISEKey, the app is able to safely store an affluent user's identity, passwords, banking information as well as manage digital assets all from a single program. In addition to personal information, such as credit card numbers and even loyalty memberships, the Bulgari Vault also protects documents, pictures and videos and secure messages.



The Bulgari Vault app

To keep user information safe from hackers and prying eyes, WISEKey is equipped with various protection levels. The app can be unlocked through four different means: TouchID finger printing, facial recognition, password encryption and asymmetric dot patterns.

The information a user inputs on Bulgari Vault is physically stored in a high-security bunker in the Swiss Alps and can be synced from there directly to the app. This level of security is available only for those who pay approximately \$53 per year for ultra-secure Cloud Storage.



The Bulgari Vault app

At this time, Bulgari's Vault app is available for free for [Apple](#) and [Android](#) devices, including the LVMH-owned jeweler's Diagono Magn@sium smart timepiece.

In the near future, the app will be updated to include contactless mobile payments powered by Mastercard.

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