



Purple Code

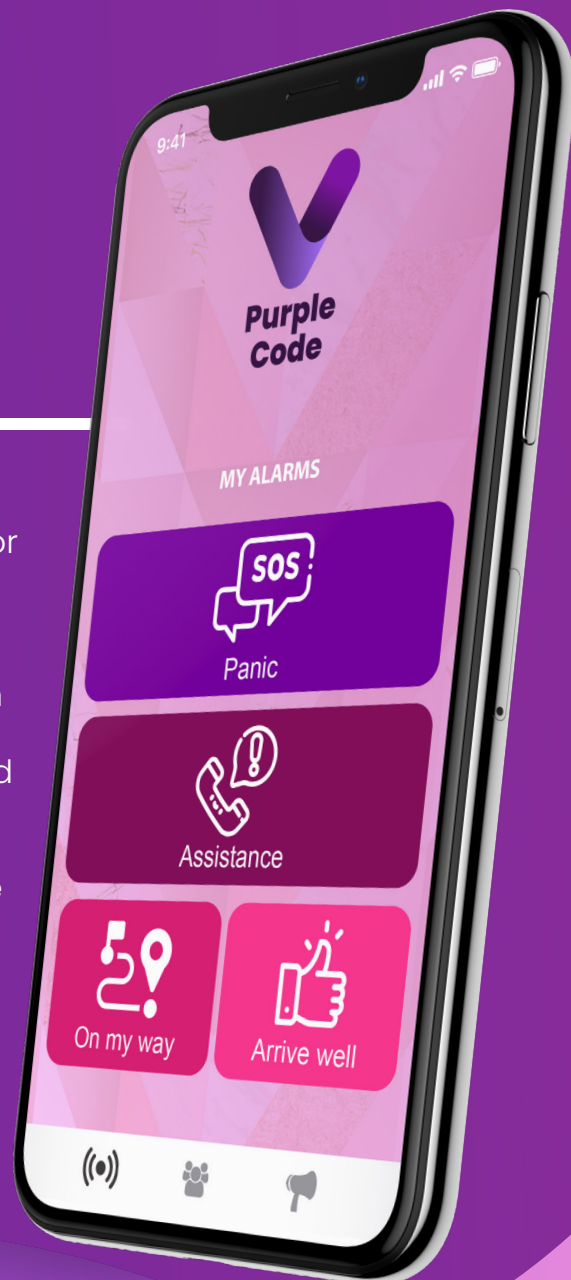
Real prevention against gender violence on each women hands

Purple Code is a communication platform that allows women to report gender violence acts towards public or private monitoring centers in an easy and quickly way with multiple control and management functions.

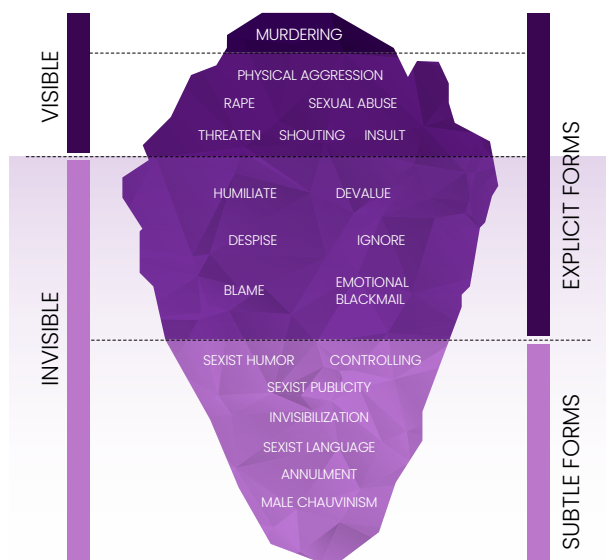
All the alerts sent from a smartphone will be received in the monitoring center, that operates the 24 hours, from the internet or by SMS in order for them to be addressed by the operators immediately.

These events will be followed by the GPS position of the smartphone and it will be shown to the operator with a map for a quickly location of the victim.

The advanced video function will allow the user to send an image of the development of the emergency from the smartphone camera, allowing the aggressor to testify.



GENDER VIOLENCE



Available for:

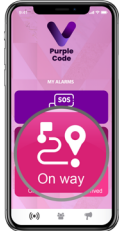
▶ Android iPhone





Prevention

This first axis is made up by a series of tools that empower the woman and allows her to carry out different prevention actions based on a passive-active alert system that allows it to obtain information in advance and act in time in the face of different situations of insecurity or violence.



On my way

It allows choosing a destination or transit time that triggers a countdown where a virtual guardian supervises the arrival at the declared destination. If this is not done, an emergency SOS is sent to the monitoring center.



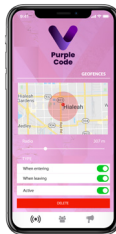
Safely arrived

It notifies via push to the coordinators of the proximity group that the user has safely arrived at a certain site with the possibility of attaching a message, photo, audio and video.



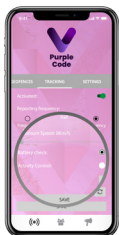
My group

It allows locating the different users of the App on the map. The coordinators of the group will be able to see the historical position and route of the users. Each user can be distinguished with her photo.



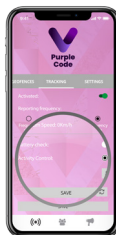
Geofences

The group coordinator will be able to create virtual fences and receive push notifications before: entry, exit or both (home, school, work, other) of the user.



Battery control

The App will alert the group coordinator when the user has 10% or less battery charge on her smartphone.



Activity control

In the event that the App is uninstalled or fails to report the periodic test to the monitoring center, the coordinator will be warned of the impossibility of using the App by the user.



Justice access

Purple Code allows the Justice to address the problem immediately, through a system that provides access to centralized and online information.



Timing reduction

Allows to protect the victim with an early activation of the app.



Traceability

The user's IMEI in the system is linked to the chronology of the events.



Implementation

Remote installation or at the victim's home.



Security media

The incident report is followed by multimedia material for a later audit.



VOICE MESSAGES



PHOTOS



EMAILS



VIDEOS



TEXTS



ONE TOUCH CALL

Assistance and Monitoring



Technology designed according to gender issues, designed and created, not only to act immediately and effectively, but also to provide care and support to the victim during the emergency. In this way, a bond of trust is generated between the user and the Purple Code App, recognizing the functionalities as allies of their security in an environment of use.



S.O.S: The panic button allows the user to report an emergency where her life or physical integrity is in danger. The SOS button reports its location to the monitoring center and allows the user to attach photos, audios, video and texts of the moment of the emergency or aggression.



Assistance: The request for assistance from the App allows the user to have a direct communication channel to request assistance either for health problems, psychological support or of any other nature that the institution recommends.

7 widgets for a discreet using of the app during an emergency



Background noise The audio is automatically activated so that the monitoring center can hear what is happening during the emergency.



Side button On Android cellphones you can use the power button as a trigger from the SOS button, by pressing it 4 times continuously on a 5 second term.



Hide App The smartphone is visually turned off after activating the SOS button, so the aggressor does not notice the sending of the request for help.



Forced touch Cellphone Purple Code App icon must be On the main screen from iOS pressed, giving access to the SOS button for the direct sending of an alarm.



Both front and back cameras can be configured to automatically transmit images to the monitoring center during an emergency.



Access code The user will be able to create an access key to start the app, send an alarm, end an alarm ensuring that no other person can access it.



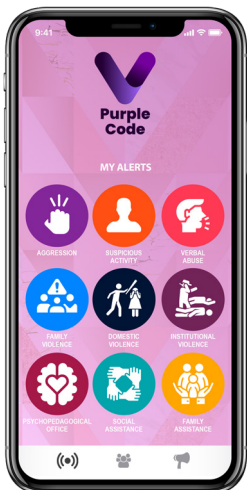
Quick access widget Allows quick access to SOS, ASSISTANCE and ON MY WAY alerts.



Scored and comprehensive approach



The SoftGuard monitoring platform connects the victim and communicates the community and the different interdisciplinary areas with accurate and online information.



12 Configurable alerts

The Violet Code App allows the articulation of the joint work of the coordinators of the different areas (psycho-pedagogical office, social assistance, economic assistance, family assistance, health, etc.) that attend to the problem, enhance it with immediate notifications, achieving a better interaction for care of the victim.

Notifications



Sms

Sending of automatic messages when the Panic or Life Button is triggered to fictitious smartphone contacts without operator intervention.



Push

Automated messages and by type of alert to the group coordinators and people from the user's close circle.

EMPOWERING VICTIMS BEYOND A PRECAUTIONARY MEASURE

More than 80% of women do not report acts of abuse or gender-based violence because they do not have the resources or believe they will not be heard or protected.

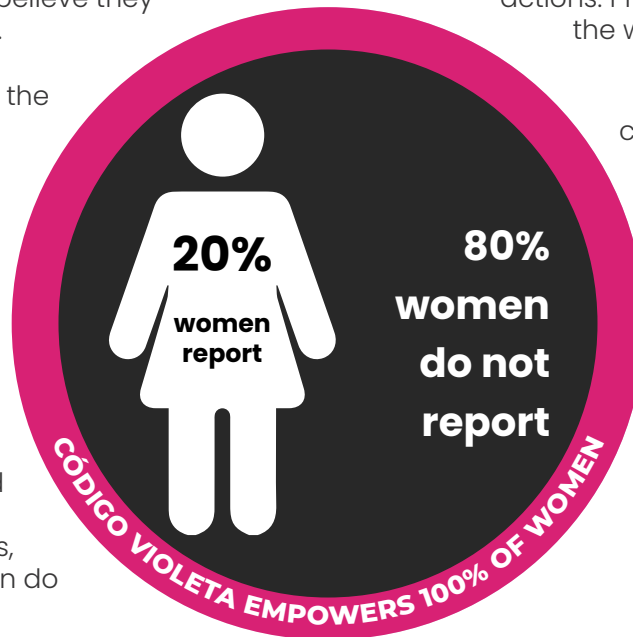
The dark figure puts us before the challenge not only of creating better tools for the protection and security of women, but also of promoting to the rulers their prompt implementation and a democratized distribution of these technological resources.

Empowerment is not enough, if those of us who are involved with a real and profound change in the living conditions, freedom and dignity of women do not do what is pertinent.

The times in which the events occur are not the same with which the Justice executes its actions. Precautionary measures arrive at the wrong time and are not enough.

Purple Code has arrived to change this reality, putting in the hands of Justice the tools for a digital transformation in the processes and improvement of response times.

The accompaniment during the critical route generates the conditions for the victim to gain the necessary confidence to get out of the circle of violence with greater security supported by a more involved and participatory environment



Comprehensive monitoring and dispatch platform

The comprehensive SoftGuard monitoring system allows reception at the monitoring center 24 hours a day, 365 days a year, of all the emergencies sent by the Purple Code users.

The platform shows the operators on the screen, the type of emergency received, the user's location on the map and relevant information: last emergencies received previously from the same user, video and photo images, audio among other multimedia elements that allow a better understanding of the situation or act of violence.

The operator may make the immediate referral to the public forces to deal with the incident, be it the women's police, municipal patrol, urban guard or other.

All the actions of the operator during the emergency care will be recorded for a later audit, including the recording of telephone calls with the victim, the police, the group coordinators, the video files, photos and texts sent by the victim and even the report and comments received from the authorities and assistants to the victim during the emergency.

Non-compliance or delay in the attention of emergency events will generate an automatic email notification to the supervisor or person in charge of the monitoring and gender area for their knowledge.

