

THE LATEST NEWS, VIEWS, & ANNOUNCEMENTS

INSIDE

The Interview

Our greatest asset are the people who have dedicated their careers to the mission. We interview our new Chief Operating Officer, John Scaggs, who has over 30 years of experience in business development.

Legislation Watch

We weigh in on a recent bill currently waiting for a vote in the U.S. Senate, outlining the pros and cons should the bill pass.

Vendor Highlight

This quarter we highlight eTelic, which provides application development, content management and business intelligence services.

LE Retirement: Blessed Are The Peacemakers

-By Steve Bock, Founder & CEO

In our previous edition of the Subsentio Wire, I mentioned that the average life expectancy of a State and Local Law Enforcement officer after they retire was five years. The men and women who put on a uniform to serve and protect deserve better, so Subsentio has reached out to several organizations to help with the physical, spiritual, and mental health of those that serve. To give back to the community, we're developing an outreach program that includes counseling and other support services.

One of the issues we've encountered is the lack of recognition for a job well done. When your days are a never-ending cycle of verbal and physical assaults, it can discourage even the strongest officers. I am involved with an organization in Colorado called the Citizens Appreciate State Troopers (CAST), and every year we recognize troopers that have gone above and beyond the call of duty with an awards ceremony that is attended by family and friends. This year the board recognized six troopers who risked their lives to save the lives of Colorado citizens. We are taking steps to replicate this program in communities around the United States.

In addition, we're addressing the needs of smaller police departments that don't have the same resources that larger agencies have by providing chaplains and counseling services free of charge. Our goal is to make sure every Law Enforcement Officer has access to these services through one of the following organizations.

The Billy Graham Rapid Response Team: <https://rrt.billygraham.org/nlem/>
Marketplace Chaplains: <https://mchapusa.com/>
Corporate Chaplains of America: <https://chaplain.org/>

Interview with John Scaggs, Chief Operating Officer

-By Tamara Moorman, Commercial Manager

John Scaggs' Biography

As a recent addition to the Subsentio leadership team, John Scaggs brings over 30 years of experience in business development and sales as well as administrative and technical operations support. He also served on the WAY Media board of directors for over 23 years. As a trained practitioner of the Entrepreneur Operating System (EOS), Mr. Scaggs is a relationship-building leader, adept at recognizing revenue-generating opportunities and positioning both clients and companies for success. He has proven performance in sales with expertise in building long-term client relationships that deliver bottom-line results.



Tamara: Tell us a little about your background. What was your education and early career experience?

John: I was raised in the mid-west, specifically in Taylor, Michigan. I have enjoyed three career phases, the United States Air Force, various role in media from board member to CEO, and even air talent. The phase I've enjoyed the longest is my roles in sales leadership, helping start or progress relationships that yield enduring value for both parties.

My education has grown mostly out of my insatiable curiosity. On the formal side, I went to Abilene Christian University for my undergraduate education. Informally, I have a trove of hobbies, including private pilot, sound engineer, IT specialist, general repair. Give me a mentor and a series of YouTube videos, and I'll work to understand anything from AI to scram jets or how to repair my 14-year-old clothes washer. As a student of history, I admire many historical and contemporary leaders, including Nicola Tesla, Ben Franklin, Henry Ford, Elon Musk, and Steve Jobs.

Tamara: How has this experience informed your current career trajectory?

John: I've held a series of jobs in my career which help with insight into the day-to-day of Subsentio. I had a set of jobs in the Air Force, namely being in HR. I have been involved with broadcast engineering and IT – our Geo-location service calls on the same skills – understanding RF, navigation, signal propagation, etc.

Tamara: Tell us about your experience as a CEO for Way Media.

John: My involvement with WAY Media started as a fan. WayFM is clean personality radio, not just the time and temperature but thoughtful ideas presented by quality talent. I went from fan to board member. As the founder was retiring, he asked me to step in. The plan was to help get it to a better place. Many of the ways Way was doing things didn't account for the changes in the 34 years since its founding, like how social media impacts how promotions are done in today's landscape. The team at Way were open to new ideas, and I helped foster a few.

After the reorganization, consolidation seemed prudent, so a merger was worked out and Way became part of Hope Media. Way is now set up to deliver on its mission and is thriving in the ever-changing media landscape.

Tamara: How did you connect with Subsentio?

John: It started as a friendship with high admiration. Steve Bock is a passionate leader. He is always inviting people to see the vision of what something is and what it can be. I started talking to him about software development and things needed to progress the mission, branch into new areas, etc. That led to a conversation about how I can complement the leadership team by bringing missing elements to the equation.

Interview with John Scaggs, Continued

Tamara: What do you hope to accomplish at Subsentio?

John: I want to take the good and make it even better. I plan to start in areas that are unsolved or under-served. We live in an unprecedented time where bad actors have more tools, sophistication, and education than ever before. Law enforcement struggle to obtain the right equipment, personnel, and know-how to tackle these new issues.

On the other side, service providers want an involved or on-deck subject matter expert they mutually trust along with the cops. As a trusted third party in an expanding world of crime, Subsentio can be a guide to provide insight that allows law enforcement and service providers to honor privacy while lawfully uncovering crime.

Ensuring we don't lose focus on our current core business, I believe Subsentio can help law enforcement and service providers in new and improved ways to help save lives in the ever-changing criminal and privacy landscapes.

Are you prepared?

Several U.S. states have enacted consumer privacy acts that went into effect in 2023, including California, Colorado, Connecticut, Utah, and Virginia. The United States privacy landscape will continue to grow as more states enact laws in 2024.

Contact Subsentio at sales@subsentio.com to see how our Trust and Safety Team stays abreast of the changing privacy landscape.

Subsentio Academy: CSpire Sponsored Training Event

-By Adele Spell, Director of STAT Business Unit



Subsentio would like to thank CSpire Communications for sponsoring our Academy's 3-day Fundamentals of Cellular Analysis class in September. Our class included law enforcement officials and investigators from across the United States, including Texas, Illinois, Michigan, and Mississippi.

This marked the first instance of our Academy Fundamentals class not hosted directly by a law enforcement agency and included students who consisted of police detectives, special agents, intelligence analysts, and investigators with the district attorney's and fire marshal's offices.

If you're interested in hosting or attending an Academy course, please contact us at academy@subsentio.com.

For more information on our courses, check out our website at <https://academy.subsentio.com>.

Legislation to Combat OSEC Moves Forward in U.S. Senate

-By Tom Gudsruk, General Manager

The Eliminating Abusive and Rampant Neglect of Interactive Technologies Act (EARN-IT Act) encourages Big Tech to take online sexual exploitation of children (OSEC) seriously with removal of blanket immunity for violations of laws relating to online Child Sexual Abuse Material (CSAM).

There is universal agreement that America's children need to be kept safe online from the scourge of sexual abuse material and the exploitation of children on the internet. In a unanimous bipartisan manner, the U.S. Senate has passed, out of the Judiciary Committee, the EARN-IT Act. A Senate debate and vote is yet to be scheduled. The EARN-IT Act has support from more than 150 groups, survivors, and stakeholders.

Highlights of the EARN-IT Act include:

- Amending Section 230 of the Communications Decency Act to remove blanket immunity from federal civil, state criminal, and state civil child sexual abuse material laws from third-party content of service provider platforms. The result will be platform service providers will be treated like everybody else for accountability in combating child sexual exploitation and eradicating CSAM.
- Establishing a National Commission on Online Child Sexual Exploitation Prevention responsible for developing best practices. The Commission consists of heads of government agencies, Congressional leadership and representatives from law enforcement, survivors and victims' services organizations, constitutional law experts, technical experts, and industry.
- Bolstering enforcement of child sexual abuse material statutes and provides survivors a civil recourse.
- Updating the statutory term for images and video created through online exploitation "child pornography" to "child sex abuse material," which more accurately reflects the traumatic nature of this crime.

A companion legislation will be introduced in the U.S. House of Representatives.



The EARN-IT Act has the laudatory and important goal to tackle the horrific criminal activity related to CSAM with the prevention and response to such material. While there is a clear consensus for the need for this legislation, there is some disagreement on how to adequately protect children from online predators.

Over 50 civil rights groups have commented on the legislation citing concerns about censorship, the destruction of encryption, a fractured approach to prosecutions, and the possible unintended consequence of providing criminals with a way to challenge evidence at trial on Fourth Amendment constitutional protections, thereby making it more difficult to prosecute CSAM criminals.

As the EARN-IT Act winds through the legislative process, and then reconciliation with the House of Representatives, there likely will be considerable debate where all constituencies are heard. It's not a matter of whether the legislation will be put into law, but more when it gets to final form and what it will ultimately contain after addressing a multitude of important concerns to properly prevent the criminal activities.

Subsentio shall continue to follow this, and other legislative changes, to determine any impacts to clients and users of services to fulfill our mission of "Together We're Saving Lives™."

Vendor Highlight: TURANTO® eTelic's Application Solution

-By Mark Bolton, Vice President of Product Management

When we needed a robust content management system to track our legal demands and emergency responses for our Trust & Safety Team, Subsentio turned to the best software solution on the market, eTelic's Turanto®. Our customized content management system, the Legal Demand Tracker, leverages Turanto® to create, maintain, and audit all legal demands we receive and process.



Turanto® is a cloud-based application development platform that enables users to build complex web and mobile applications. Turanto® comes with a library of pre-built components and templates to create these applications without having to write any HTML or CSS code. This visual drag-and-drop interface supports buttons, menus, forms, tables, and more to create fully customized applications.

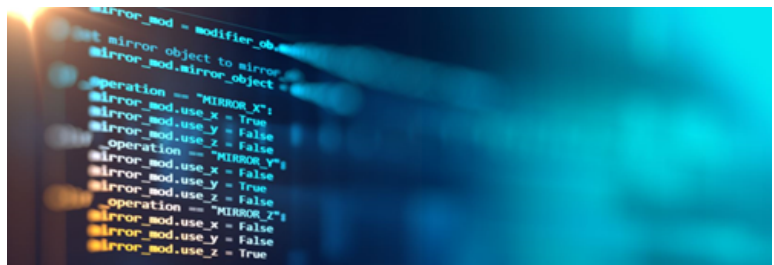
As a code generator, Turanto® can generate production-ready code in a variety of programming languages, including Java, Python, and Javascript. This provides flexibility in deploying applications in any environment.

Turanto® offers several features and benefits for creating and customizing mobile and web applications, including:

- **No-code development:** Eliminates the need to write code, making it accessible to users of all skill levels.
- **Improved collaboration:** Allows multiple users to collaborate on the development of applications and supports unlimited users and records.
- **Rapid development:** Enables users to build complex applications in a fraction of the time it would take to develop them using traditional methods.
- **Cost savings:** Helps businesses save money on software development costs by eliminating the need to hire and train programmers.
- **Scalability:** Supports easy deployment to the cloud, making them ideal for businesses of all sizes.

Turanto® is a powerful, versatile application development platform that can be used to build a wide range of custom web and mobile applications without writing any code. It is the ideal choice for businesses of all sizes that are looking for a rapid and cost-effective way to develop custom software applications.

For more information on Turanto® and other products and services, visit eTelic's website at: <https://www.etelic.com/>.



CORPORATE NEWS



New Subsentio Academy Courses!

We've added several more Academy Fundamentals courses over the next few months.

- November 14th - 16th hosted by Sandy Springs Police Department
- February 27th - 29th hosted by Homeland Security Investigations
- March 5th - 7th hosted by Snohomish County Sheriff's Office
- March 19th - 21st hosted by Loudoun County Sheriff's Office

Interested in hosting a course? Contact Subsentio Academy at academy@subsentio.com for more information!