

O&O ShutUp10 Premium: Privacy Profiles and Automatic Protection for Windows

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O&O Software is expanding its proven privacy tool, O&O ShutUp10, with a new Premium Edition. For the first time, this makes core features of the Enterprise technology—previously deployed exclusively in corporate environments—available to small and medium-sized businesses, professional users, and ambitious power users.

For years, O&O ShutUp10 has ranked among the most well-known tools for controlling security- and privacy-related functions within Windows. Millions of users worldwide utilize the Free Edition to configure Windows in a more transparent and privacy-friendly manner—simply, clearly, and without unnecessary complexity.

With O&O ShutUp10 Premium, O&O Software is now responding to the growing demand for advanced features to permanently safeguard individual privacy settings.

"For a long time, many users have wanted a solution that doesn't just apply their chosen settings once, but protects them permanently—even if Windows or other applications attempt to alter them," explains Olaf Kehrer, Managing Director of O&O Software GmbH. "That is precisely why we have further developed our Enterprise technologies and, for the first time, made them available outside of large corporate environments."

Automatic Protection of Privacy Settings

At the heart of the Premium Edition lies a new automatic protection mechanism. This feature continuously monitors the settings selected by the user and automatically restores them should any changes occur.

Particularly after Windows updates or major system modifications, it is common for previously configured privacy options to be reactivated or altered. O&O ShutUp10 Premium detects such changes and ensures that the desired configurations remain permanently intact.

This feature operates entirely locally on the system and requires no cloud connection.

Profiles for Diverse Requirements

Also new is the expanded profile system. This allows users to apply pre-configured privacy profiles or to save and reuse their own custom configurations. For instance, this allows for the simple and reproducible implementation of varying requirements for:

- businesses,
- home office workstations,
- gaming systems,
- development environments,
- mobile devices, and
- particularly restrictive data protection configurations

Especially for smaller businesses and IT service providers, this significantly simplifies the management of multiple systems.

The Proven Free Edition Remains

The existing free version of O&O ShutUp10 remains fully available and is undergoing extensive modernization alongside the launch of the Premium Edition.

In addition to a revamped user interface, the Free Edition receives numerous improvements regarding ease of use, stability, and transparency. Existing users can continue to use the application free of charge.

"It was important to us not to restrict the Free Edition, but rather to meaningfully further develop both variants," Kehrer added. "The Premium Edition is aimed at users with advanced requirements, while the Free Edition remains a powerful tool for everyone."

Pricing and Availability

O&O ShutUp10 Premium is now available for 19.90 USD (single-user license) and 29.90 USD (5-PC license). All prices include 19% VAT.

For those who wish to try out the product, a free 30-day trial version of O&O ShutUp10 Premium Edition is available on the official website:

<https://www.oo-software.com/en/ooshutup10premium>.

About O&O Software

O&O develops solutions for corporate customers that not only support them in their daily activities, but also help substantially reduce their costs. Our products for system optimization, data imaging, data recovery, secure data deletion and company-wide administration are pioneers in the Windows technology sector. Together with our worldwide network of partners, we support corporations, companies, public authorities and private customers in over 190 countries, all from our headquarters in Berlin, Germany.

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