# connect

# Publishers can serve their readers better when they know who they are

## Connect **gives users** a single account for passwordless access to the websites and apps they use every day

- **Less frustration:** No logins, no passwords—on campus or off—on participating sites.
- **More privacy:** Fully GDPR compliant: users decide which websites receive their personal data—and how much of their data is shared.
- **Account consolidation:** Users can link their institutional, personal, and social accounts to a single identity.
- **Convenience:** A Connect account stays with its user throughout their education and career.
- **It's free!**

## Connect **gives publishers** the user data they need to help:

- **Understand users:** The names and emails of Connect users are passed to the sites they visit.
- **Increase traffic:** Websites that are easy to access get visited more often.
- **Make research easier:** Users get instant access to all participating scholarly apps and plug-ins—like CodeOcean and Remarq—directly from your site, without a separate login.
- **Personalize visits:** Profile data lets participating sites provide more relevant user experiences.
- **Generate revenue:** Profile data allows publishers to create new value-added offerings.
- **Curtail piracy:** The legitimate version of your content becomes as easily accessible as pirated versions.

Atypon Connect does **not** authorize or grant access to sites and services—it simply links users to the systems that do.

**ATYPON**