

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property  
Organization  
International Bureau

(43) International Publication Date  
11 August 2022 (11.08.2022)



(10) International Publication Number  
**WO 2022/165558 A1**

(51) International Patent Classification:  
G06Q 20/02 (2012.01) G06Q 20/38 (2012.01)

(21) International Application Number:  
PCT/AU2022/050063

(22) International Filing Date:  
07 February 2022 (07.02.2022)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:  
2021900271 05 February 2021 (05.02.2021) AU

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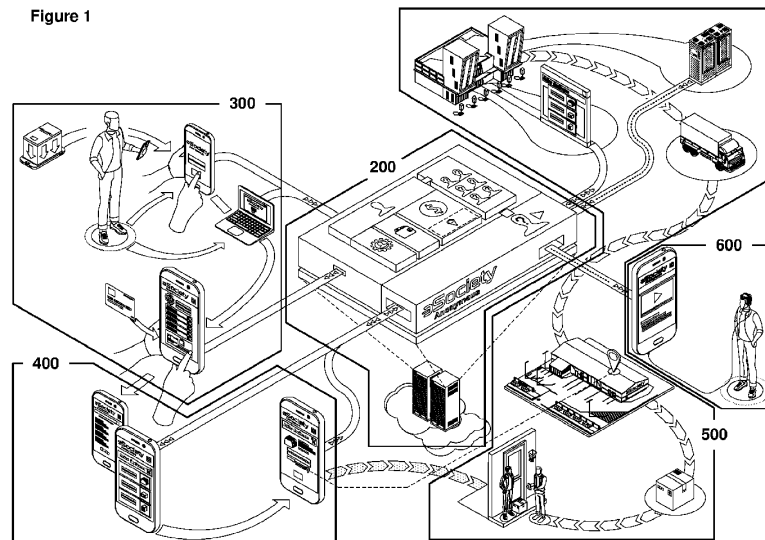
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(81) Designated States (unless otherwise indicated, for every  
kind of national protection available): AE, AG, AL, AM,  
AO, AT, AU, AZ, BA, BB, BG, BH, BN, BR, BW, BY, BZ,  
CA, CH, CL, CN, CO, CR, CU, CZ, DE, DJ, DK, DM, DO,  
DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN,  
HR, HU, ID, IL, IN, IR, IS, IT, JO, JP, KE, KG, KH, KN,  
KP, KR, KW, KZ, LA, LC, LK, LR, LS, LU, LY, MA, MD,  
ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO,  
NZ, OM, PA, PE, PG, PH, PL, PT, QA, RO, RS, RU, RW,  
SA, SC, SD, SE, SG, SK, SL, ST, SV, SY, TH, TJ, TM, TN,  
TR, TT, TZ, UA, UG, US, UZ, VC, VN, WS, ZA, ZM, ZW.

(84) Designated States (unless otherwise indicated, for every  
kind of regional protection available): ARIPO (BW, GH,  
GM, KE, LR, LS, MW, MZ, NA, RW, SD, SL, ST, SZ, TZ,  
UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, RU, TJ,

(54) Title: SYSTEM AND METHOD OF ANONYMISING ONLINE INTERACTIONS AND TRANSACTIONS

Figure 1



(57) Abstract: The present invention provides a hosting system that hosts a plurality of computer executable applications wherein the applications are accessible by a plurality of users registered to use the hosted plurality of applications, the hosting system including a user access module enabling individual users to access the hosting system using personal credentials and upon entering valid personal credentials, users are assigned one or more system personas for use when the user executes a hosted application, where the details of the system persona are used in place of the user's personal details when the hosted application accesses any online service external to the hosting system, a purchasing facility enabling registered users to purchase goods and/or services online with funds managed by the hosting system, the users utilising a system persona when accessing external online services and the hosting system effecting financial transactions for and on behalf of registered users thereby retaining the privacy of user's personal details within the hosting system and

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TM), European (AL, AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MK, MT, NL, NO, PL, PT, RO, RS, SE, SI, SK, SM, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, KM, ML, MR, NE, SN, TD, TG).

**Published:**

— *with international search report (Art. 21(3))*

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avoiding divulging user's personal details to any online system external to the hosting system.