proofpoint.

PROOFPOINT DIGITAL RISK PROTECTION: DIGITAL COMPLIANCE

KEY BENEFITS

- Best-of-breed, all-in-one social media compliance and archive solution

- Simplify regulatory compliance for your social channels

- Get demonstrable proof of compliance best practices policy and enforcement

- Empower your advisors to engage in social selling programs with compliant content

- Quickly and easily capture, retain and archive business communications

Regulated organizations must ensure their social media presence complies with public-communications rules. And they must enable their advisors and agents to engage in social selling. For most organizations, that means manually reviewing a daily deluge of content, both static and dynamic. Balancing compliance and speed isn't easy. Content comes from many sources, people and management tools. And the process is often fragmented and redundant.

Proofpoint Digital Compliance simplifies and streamlines your most complex business digital compliance and archiving integrations with ease. It provides best practices policies for social media compliance supervision. And it empowers you to arm your advisors with a rich, compliant content library to maximize their social selling success. With Digital Compliance, your compliance teams reduce resource constraints and your marketing teams can move faster with content publishing.

BEST PRACTICE COMPLIANCE POLICIES

Our Digital Compliance solution simplifies compliance for social media communications. Our compliance policy templates help you adopt best practices that are ready for immediate enforcement. This includes:

- Corporate compliance and confidential information
- Compliance standards for FCA, FINRA, SEC, IIROC, FTC, FDA, HIPAA and more
- Other noteworthy activity
- Regulated data (email, SSN, PII and more)
- Reviewed content
- Trademark infringement

> **"Proofpoint makes our lives easier and more secure. The automation and artificial intelligence that live behind the workflows give our compliance team an elevated level of confidence that we can deliver on our social media policy and provide a better social experience for our advisors."**
>
> Beth Wood,
> vice president, chief marketing officer, individual markets
> The Guardian Life Insurance Company of America

CONTENT SUPERVISION

Digital Compliance helps you meet supervision rules by providing complete visibility across your social media presence. It also provides real-time supervision of static profiles and dynamic social media posts.

It delivers notifications about content and compliance infractions. And it provides immediate remediation of problematic content without the cost of a team of moderators. We provide you with powerful content moderation and flexible pre- and post-review options. This gives you the ability to:

- Reject posts
- Reject and remove posts

- Approve posts
- Comment on posts
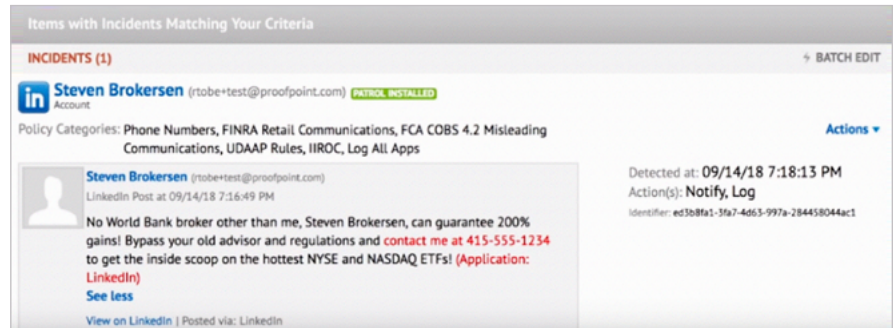
SOCIAL PROFILE DETECTION

Digital Compliance scans social networks and detects the account profiles that are associated with your brand. This visibility helps your organization stay compliant by discovering profiles that should be brought into your review workflow.

And if it uncovers a fraudulent or malicious profile, you can alert your security team and initiate an account takedown request with the social network.

PROFILE MANAGEMENT

Digital Compliance provides you with a streamlined approval workflow for automated supervision of your designated social media profiles. This includes LinkedIn, Facebook, Twitter, Instagram and more. Unlike other approaches that require your advisors to access their social accounts through third-party portals, our solution integrates directly with social platforms. And it provides your advisors with a transparent experience.

Its seamless workflow and pre-canned compliance reports save you time and resources. This turnkey system for meeting social media static content mandates:

- Automatically detects profile changes and submits them for review—in a matter of minutes
- Provides a transparent user experience—advisors make profile changes directly in their social media account
- Gives advisors the ability to maintain their profile from anywhere at any time—no matter the device

ARCHIVE DELIVERY

Digital Compliance removes your archive roadblocks and simplifies your social media record retention. It helps you capture, retain and archive social media communications. This keeps you in compliance with Books and Records Rules across social media, email and enterprise collaboration. And you can easily create and enforce policy-driven retention across all content.

Comprehensive archive records include:

- Captured activity
- Workflow decisions
- Snapshot of URL content
- Metadata to facilitate post review for static and interactive content
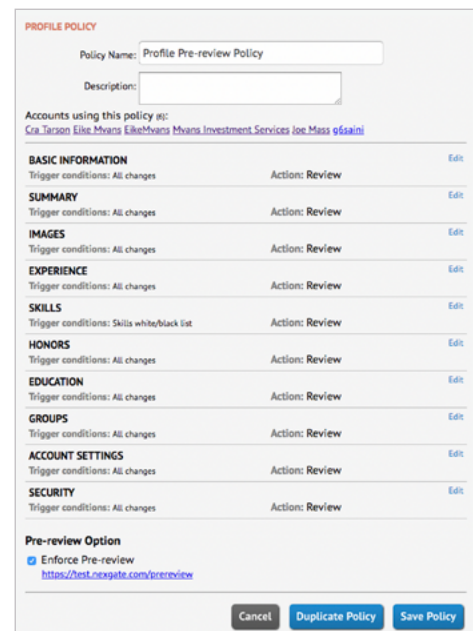
SUPPORTS YOUR SELLING PROGRAM

With Digital Compliance, it's easy for you to provide fresh, compliant content for your social selling programs. Its highly targeted content enables social selling at scale. And it applies advanced language processing and a wide range of compliance policies to accurately identify social selling content that may pose a compliance risk. And with its integration support, your advisors can access targeted content—both marketing-generated and third-party—to nurture their relationships with clients and find new prospects to fill their funnel.

Compliance Dashboard and Reporting

Digital Compliance provides clear, easy-to-access data that uncovers your compliance policy enforcement and social media risk areas. And our comprehensive pre-built report templates help you assess and substantiate your company's social media protection.

It also helps you maintain flexibility. This allows you to easily adapt as your business grows and regulatory requirements evolve. And with better visibility and insights, you'll have the tools you need to make better decisions and stay audit-ready.

Primary Use Cases	
Simplifies and streamlines the most complex business digital compliance and archiving needs with ease	☑
Helps you meet compliance rules by providing complete visibility across your social media presence	☑
Provides real-time supervision of static profiles and dynamic social media posts	☑
Delivers compliance best practices with policy templates for FCA, FINRA, SEC, IIROC, FTC, FDA, HIPAA and more	☑
Provides streamlined approval workflow for automated supervision of your designated social media profiles	☑
Offers flexible pre- and post-review options: approve, revisions required and more	☑
Supervises LinkedIn, Facebook, Twitter and Instagram profiles for Likes, Comments and more	☑
Captures, retains and archives social media communications in compliance with Books and Records	☑
Supports your social selling program by providing highly targeted content	☑

LEARN MORE

To learn more about Proofpoint Digital Compliance, visit proofpoint.com/digital-compliance.