

PROOFPOINT DIGITAL RISK PROTECTION: MANAGED SERVICES

KEY BENEFITS

- Equips your staff with direct access to digital protection expertise
- Provides high-quality, expedited service
- Tailors your service based on your social media, domain and business needs
- Maximizes efficiency and frees your IT resources

Proofpoint Digital Risk Protection Managed Services ensures your organization has a team of analysts proactively monitoring and securing your organization's digital investments. Our managed services take the work out of finding the fraudulent domains and social media accounts that are associated with your brand.

SOCIAL MEDIA FRAUD MANAGED SERVICES

Our social media fraud services combine the power of Digital Risk Protection with our Proofpoint analysts to continuously identify and remediate fraudulent social media accounts. This means your organization receives end-to-end social media fraud protection that doesn't make heavy demands on your limited resources.

CLASSIFICATION TAXONOMY AND RESPONSE

Our analysts classify and respond to discovered accounts according to the following risk categories:

• High Risk

Social media accounts that use your logo, colors, name or other brand elements to impersonate your company in a malicious way. We work closely with you to confirm that the account is fraudulent, and then our team coordinates the takedown effort with the appropriate social platform.*

• Medium Risk

Social media accounts that use your logo, colors, name or other brand elements without clear malicious intent. These can represent a trademark infringement and your corporate legal team may want these accounts shut down to protect the brand. At your request, we can ask the social network to shut the account down.*

• For Review

These social media accounts don't fall into any of the other categories, but they use your brand elements. They are typically brand-owned accounts or accounts set up by fans. We notify you when we identify an account associated with your brand that requires review.

• Negativity

Social media accounts that protest or malign your brand by mocking or slandering it. We notify you when we identify a negative account associated with your brand.

• Custom Classification

As an additional service, we give you the option to work with Proofpoint analysts to develop custom account classifications. These could include corporate, franchise, fan accounts, and more that are beyond our standard fraud taxonomy.

DOMAIN FRAUD MANAGED SERVICES

With our domain fraud services, you can harness the power of Digital Risk Protection with our expert analysts who monitor your domain presence to eliminate the risk of domain fraud. This includes:

- Security risk domains that have MX records and are part of a phishing or cyber attack
- Suspicious domains that are parked for a potential future attack
- Trademark-infringing domains that use your logo and violate your brand trademarks
- Brand-owned, defensively registered domains (to prevent typo-squatting and other tricks)

DOMAIN MONITORING PROCESS

Proofpoint analysts set up searches with your brand's seed domains and classify detected domains according to the following risk categories:

- **Brand-Owned/Defensive**
Domains owned by the brand.
- **For Review**
Domains that are not classified as high risk, trademark, medium risk or negative.
- **High Risk**
A domain that is using your logo, name or other brand element to impersonate the brand with malicious intent.
- **Medium Risk**
A domain that appears suspicious, but without enough evidence to justify immediate action.
- **Negative**
A domain that is protesting or otherwise negatively representing the brand, including mock and slander.
- **Trademark**
A domain that is using your logo, name or other brand element to impersonate the brand without clear malicious intent.

HOW THE SERVICE WORKS

1. Our analysts set up recurring social and domain searches for your brands.
2. Search results are continuously filtered and classified by risk level.
3. Notifications are delivered to your team, letting them know what we've found: High Risk, Medium Risk, Negativity, or other.
4. Your team can report fraudulent social accounts to the relevant social network for takedown. They can do this directly, through a third-party takedown vendor or through our managed services team.*
5. Fraudulent domains can be submitted for takedown with your third-party domain takedown service.
6. Proofpoint monitors the status of each fraud report and notifies you when the issue is resolved.

TRUSTED EXPERTISE

With Digital Risk Protection Managed Services, your security staff gain a trusted advisor and partner to help safeguard your company's social media and domain investments. Our experts have deep insight into designing the most optimized social media and domain fraud monitoring services to secure your brand and customers.

Our team provides a high-quality service and industry-leading expertise. And we regularly communicate our findings by providing you with monthly service reports and meetings.

LEARN MORE

For more information, visit proofpoint.com.

*Account takedown support is an optional add-on service.

ABOUT PROOFPOINT

Proofpoint, Inc. (NASDAQ:PFPT) is a leading cybersecurity company that protects organizations' greatest assets and biggest risks: their people. With an integrated suite of cloud-based solutions, Proofpoint helps companies around the world stop targeted threats, safeguard their data, and make their users more resilient against cyber attacks. Leading organizations of all sizes, including more than half of the Fortune 100, rely on Proofpoint to mitigate their most critical security and compliance risks across email, the cloud, social media, and the web. No one protects people, the data they create, and the digital channels they use more effectively than Proofpoint.

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