Proofpoint Digital Risk Protection

Protect your Employees, Partners and Customers from Social Media, Web Domain and Darknet Threats

KEY BENEFITS

Guard Against Digital Risks
Find and respond in real time to digital risks, such as phishing, targeted email attacks and counterfeit sales.

Omnichannel Coverage
Protect your employees, partners and customers from digital risks across web domains, social media and the darknet.

Complete Visibility
Use our vast data corpus and advanced cross-channel attack analysis to get the insight you need to stop and respond to digital risks.

Proofpoint Digital Risk Protection secures your employees, partners and customers against digital risks across web domains, social media and the darknet. It is the only solution that gives you a holistic defense across digital channels.

SOCIAL MEDIA PROTECTION

Bad actors have flocked to social media with malicious content, brand fraud and account takeovers. With Digital Risk Protection, you can discover, audit and protect your company's social media presence. Proofpoint helps you:

- Discover your brand's social presence with just a few clicks
- Find fraudulent social accounts posing as your key executives and brand
- Detect account takeovers and lock down compromised accounts
- Remove risky and malicious content from your accounts
- Control connected third-party apps
- Prevent phishing attempts that steal your customers’ credentials
PROTECT AGAINST SOCIAL CUSTOMER ACCOUNT PHISHING

Digital Risk Protection monitors your social customer care interactions around the clock to detect angler phishing attempts on your customers. We notify you when someone contacts your customers from a fake customer care account, so you can launch your response plan.

Automated Discovery
Scan the social web to find accounts connected to your brand. With just a few clicks, you can see brand-owned accounts and fake accounts posing as your key executives and brand. We automatically tag suspicious accounts and alert you when we find them. This saves you time and alleviates the inaccuracy of manual search and audit efforts.

Automated Content Remediation
Digital Risk Protection automatically remediates social media content at an unlimited scale. It persistently scans posts and comments for high-risk content. And it finds malware, phishing, profanity, hate speech, pornography and more. Based on the content type, you decide whether to log, notify, hide or delete it. Our pre-built policy templates help you manage security and acceptable use at scale. There's no other technology that can detect, classify and manage content more accurately.

Account Takeover Protection
Digital Risk Protection secures your brand accounts from takeover attempts in real time. It continuously monitors for changes in your account profiles. It also looks for publishing patterns that indicate your account has been hijacked. You can easily set up approved account configurations, including authorized owners, images, credentials and third-party apps. And Proofpoint will automatically remove unsanctioned content or lock down the account if account tampering is detected.
DOMAIN FRAUD MONITORING

Using machine learning and artificial intelligence, we analyze a vast body of domain data around the clock. This enables us to uncover infringing domains that pose a risk to your employees, partners and customers. Proofpoint helps you:

• Gain visibility of suspicious domains, dormant domains and your owned domains
• Detect domains that are part of active phishing campaigns or other attacks
• Identify the use of your logo(s) on infringing domains
• Receive immediate alerts when domains move to a weaponized state from parked to live

Comprehensive Domain Discovery

Proofpoint uses a highly scalable detection system, which is designed to continually analyze more than 350 million domains across WHOIS data sources. With our quality of intelligence and coverage, you get accurate details on the domains that represent a security, trademark or other risk to your company and customers.

We also give you a detailed view of your domain presence with a prioritized risk level, so you can take immediate action.

We alert you when your logo appears on websites hosted on infringing domains. This allows you to quickly find scammers and threat actors attempting to impersonate your brand.

Cross-channel Intelligence

According to Proofpoint research, nearly one-fourth of domains posing as corporate brands also have active MX records. These domains are ready to launch email attacks on your unsuspecting customers and employees. Proofpoint provides superior security against these potential phishing attacks with our unrivaled data on domains’ email activity. We also find fraudulent domains that are used in email attacks seen by Proofpoint Targeted Attack Protection. This helps you discover security-risk emails sent to your employees and customers and take action to stop them.
EXECUTIVE AND LOCATION THREAT MONITORING
Digital Risk Protection helps you find potential threats to your executives and locations on digital channels. It does this by crawling the far reaches of the digital world, spanning millions of web pages and social sites daily. Proofpoint helps you:
• Detect threats on social media and all areas of the web
• Protect your executives and locations
• Gain detailed, real-time threat monitoring
• Increase cyber intelligence and peace of mind

Comprehensive Digital Landscape Coverage
We use a highly scalable detection system that provides in-depth scanning across all digital channels. This includes social media, surface web and the darknet. Our coverage includes leading social platforms, such as Twitter, Facebook and LinkedIn. It also includes key forum and hosting sites such as Reddit, Pastebin and Tor-operated .onion domains.

Superior Visibility to Assess Risk
Digital Risk Protection gives you detailed visibility of the threats to your organization. It also provides a quick drill-down to help you gain situational awareness. When a threatening or damaging message is posted, it uncovers the content and assigns a classification. This helps you understand the type of risk it poses to your business.

Proofpoint helps you assess:
• Physical threats to employees and locations
• Potential protests
• Doxing incidents
• Reputation impact
• Email compromise
• Confidential information exposure

Proofpoint Digital Risk Protection

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<thead>
<tr>
<th>PRIMARY USE CASES</th>
<th>SOCIAL MEDIA</th>
<th>WEB DOMAINS</th>
<th>DARKNET</th>
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</thead>
<tbody>
<tr>
<td>Finds legitimate and fraudulent digital assets associated with your brand</td>
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<tr>
<td>Enables you to take action against fraudulent digital assets</td>
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<td>Discovers web domains actively sending phishing emails</td>
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<td>Guards against social account hacking</td>
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LEARN MORE
Contact us to request a risk assessment and learn how we can protect your business and its people.
For more information, visit proofpoint.com/products/digital-risk-protection.