

# TARGETED ATTACK PROTECTION ISOLATION PERSONAL WEBMAIL DEFENSE

## KEY BENEFITS

- Fully cloud-based
- No software to deploy or manage
- No configuration or integration required
- No registration (IP whitelist) or self-registration (email)

Proofpoint Targeted Attack Protection (TAP) Isolation Personal Webmail Defense protects your people from advanced threats in personal email. It detects both known and new, never-before seen attacks—threats that use malicious attachments and URLs to download malware on a device or trick users into sharing their passwords or other sensitive information. Proofpoint Personal Webmail Defense fundamentally changes the way you manage personal webmail in the workplace.

Workers are blurring the lines between their personal and professional lives. Web and email access in workplace is no different. Personal web browsing is comingled with work-related web browsing on corporate devices.

Unfortunately, personal email has become a major source of threats. This leaves organizations with two choices: completely block webmail or deploy content-inspection techniques that encroach on user privacy. Both options frustrate employees. They burden IT with requests for policy exceptions. And worst of all, they don't fully address growing regulatory, cyber and privacy risks.

## CLOUD-BASED WEB ISOLATION TECHNOLOGY

### Stop threats before they reach your network.

Personal Webmail Defense uses our extensive threat intelligence capabilities to extend advanced email security to personal webmail and to the broader web through URL Link Isolation.

Personal Webmail Defense protects all URL links inside personal webmail in two ways. It inspects the URL for malicious links. And it renders websites using web isolation technology, giving us unmatched intelligence across corporate and personal email.

- Browsing happens in the cloud rather than directly on the employee's device.
- No external content can execute on the device (such as JavaScript and Active Content).
- URL links inside personal webmail are protected by URL Link Isolation technology.
- Potentially risky actions are prohibited, such as downloads and uploads.

## PROGRESSIVE MANAGEMENT OF PERSONAL WEB USE

### Keep personal webmail personal.

Personal Webmail Defense is a web isolation service that always works. It lets you respect the privacy of your employees without exposing your organization to new risks. It's a solution that both employers and employees love.

- Little risk to corporate assets—no need to inspect and track.
- Employee privacy can be protected.
- Regulatory compliance is greatly simplified.

## ENABLE CONTENT INSPECTION AND SECURITY MONITORING CONTROLS

### Focus on what matters.

You have a legitimate need to monitor workplace activity and protect from cyber threats. Eliminating the risk of cyber threats in personal webmail helps you reduce exposure. Personal Webmail Defense enables secure and robust data monitoring and collection programs without the risk of inadvertently collecting personal data.

- Compliantly monitor what matters.
- Safely inspect remaining web traffic outside of Personal Webmail Defense with web isolation fully deployed.
- Expand your threat monitoring and control programs without collecting personal webmail traffic.

## SIMPLICITY AT THE CORE

Personal Webmail Defense is the simplest security product you can buy. Our cloud-based architecture enables you to deploy quickly and see value right away. You can protect hundreds of thousands of users in days—not weeks or months. And we use the cloud to update our software daily. You get frequent updates and new features and help you stay ahead of attackers.

## BUILT ON TARGETED ATTACK PROTECTION (TAP) BRINGING THE POWER OF PROOFPOINT THREAT INTELLIGENCE TO SECURE PERSONAL EMAIL.

### Detect Known and Unknown Threats Using Sophisticated, Adaptable Techniques

The threat landscape is constantly changing. Today's attacks use a wide range of techniques to avoid detection. And some threats, such as credential phishing, do not leave obvious traces. Our technologies are built not just to detect threats but also learn from them. We can spot the patterns, tactics, behaviors, and tools of each attack—making the next one easier to catch.

That is why our advanced threat solutions continually adapt to detect new attack patterns. Personal Webmail Defense inspects the entire attack chain using static and dynamic techniques. We analyze potential threats in several stages, using multiple approaches to examine behavior, code, and protocol. Prevention is critical. That's why we detect threats as early as possible.

Just like TAP, Personal Webmail Defense uses unique features to keep you protected. This includes predictive analysis to identify and sandbox suspicious URLs before users can click on them.

### Respond with End-to-End Insight and Superior Security Intelligence

We are the only cybersecurity company with threat intelligence that spans email, network, mobile apps, SaaS, and social media. Our Nexus threat graph of community-based intelligence contains more than 600 billion data points. This breadth of data lets us correlate attack campaigns across diverse industries and geographies. Because we can attribute most malicious traffic to campaigns, you can easily tell broad-spectrum attacks apart from threats targeted at executive leadership or other high-value employees.

We incorporate insight from Proofpoint Emerging Threats (ET) Intelligence, the timeliest and most accurate source of threat intelligence in the market. Proofpoint ET Intelligence is the gold standard for threat researchers. It offers fully verified threat intelligence that goes beyond domains and IP addresses.

## ADVANCED EMAIL SECURITY

Only Proofpoint Advanced Email Security offers complete protection from threats entering your organization via email—both corporate and personal. Advanced Email Security:

- Prevents threats
- Secures data leaving your organization
- Prevents emails fraud
- Simplifies and automates incident response

### ABOUT PROOFPOINT

Proofpoint, Inc. (NASDAQ:PFPT), a next-generation cybersecurity company, enables organizations to protect the way their people work today from advanced threats and compliance risks. Proofpoint helps cybersecurity professionals protect their users from the advanced attacks that target them (via email, mobile apps, and social media), protect the critical information people create, and equip their teams with the right intelligence and tools to respond quickly when things go wrong. Leading organizations of all sizes, including over 50 percent of the Fortune 100, rely on Proofpoint solutions, which are built for today's mobile and social-enabled IT environments and leverage both the power of the cloud and a big-data-driven analytics platform to combat modern advanced threats.

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