

PROOFPOINT SOCIAL PATROL

REAL-TIME PROTECTION AND COMPLIANCE SUPERVISION FOR YOUR BRANDED SOCIAL MEDIA ACCOUNTS

KEY BENEFITS

- Protect your brand and followers from spam, security threats, and offensive content
- Save time and resources with automated content remediation
- Protect your audience's regulated data and ensure compliance with industry standards

Social media is a great way to promote your products and interact with customers. But as you expand your social media presence, you also increase your exposure to offensive content, security threats, and compliance risks. Protect your brand, prevent account takeovers, and avoid costly compliance violations with Proofpoint Social Patrol.

Social Patrol helps you protect your company, customers, and brand while ensuring compliance across your entire social media infrastructure. Use our patent-pending technology to:

- Detect account takeovers
- Lock down compromised accounts
- Remove malicious content
- Control connected applications
- Prevent phishing
- Reduce compliance risks

KEY FEATURES

Automated Content Remediation

Social Patrol automatically scans posts and comments for high-risk content. It highlights malware, phishing, profanity, hate speech, pornography, and more. Based on the content type, you decide whether to log, notify, hide, or delete it. With just a few clicks, pre-built policy templates help you manage security, compliance, and acceptable use across a wide range of industries and regulations. Our patent-pending Deep Social Linguistic Analysis (DSL) technology goes far beyond keyword dictionaries and expression-based filters. No other technology detects, classifies, and manages regulated content more accurately.

Social Patrol helps you remediate social media content at an unlimited scale. It works 24/7/365 to ease the time-consuming burden of manual moderation.

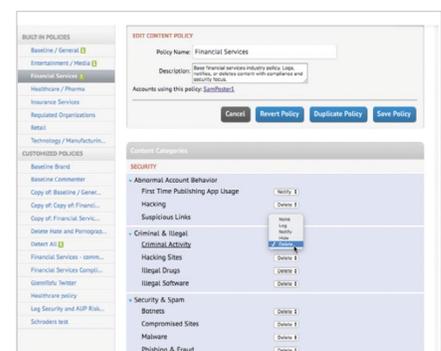


Figure 1. Get risk trends and protection status at a glance

Account Takeover Protection

Social Patrol protects your brand accounts from takeover attempts in real time. Our ProfileLock™ feature continuously watches your accounts for changes in profile or publishing patterns that indicate your account has been hijacked. You designate approved account configurations, including authorized owners, images, credentials, and third-party applications. If ProfileLock™ detects account tampering, it instantly sends an alert so you can remove unsanctioned content or automatically lock down the account.

Social Application Control

Compromised apps are often used to hijack social media accounts. With our application control, you can protect your accounts by whitelisting apps allowed to publish content across your social networks. Social Patrol sends an alert or removes any content posted by unauthorized apps.

Risk and Compliance Management

With Social Patrol you can easily comply with industry regulations and corporate governance standards. Pre-built policies and reports help you find, remediate, and report on posts that pose a compliance or regulatory risk. You can also archive all social media content automatically—including contextual data on workflow and remediation. This saves you time and money on search and e-discovery.

Threat Center Dashboard

Clear, easy-to-access data is vital to understanding your social media risk and protecting your company and brand. Our rich Threat Center dashboard shows you everything you need to know.

“Proofpoint helped us get control over high levels of spam and inappropriate comments on our Instagram accounts. Without Proofpoint, our only recourse would have been a costly expansion of our manual moderation or risk of losing followers.”

Jeff Hagen, Director, Global Consumer Relations, General Mills

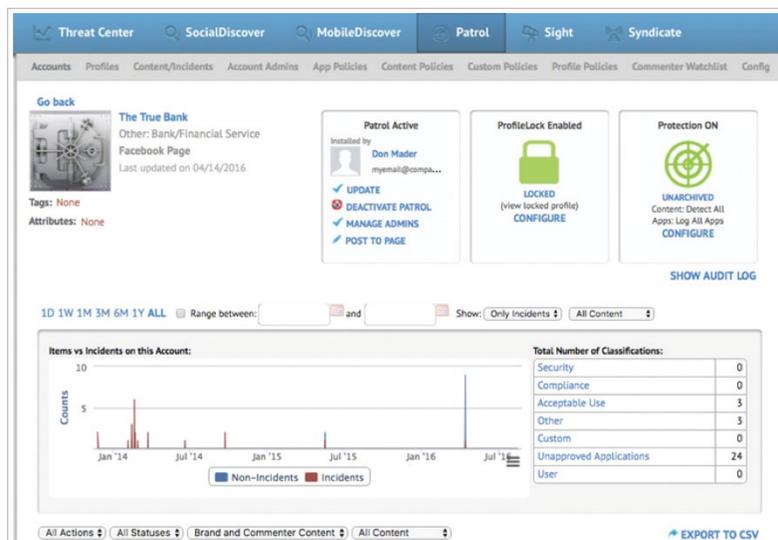


Figure 2. Powerful pre-built and customizable content

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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