

Proofpoint Patrol

Real-Time Enforcement for
Social Media Communications



Key Highlights

1. Supports supervision aligned to regulatory guidance (e.g. SEC, FINRA)
2. Evaluates content against 200+ intelligent classifiers
3. Combines AI driven contextual analysis, lexicons, regex and threat intelligence
4. Enables automated deletion, escalation or notification workflows
5. Functions in both pre and post review modes
6. Integrates with any go-to-market (GTM) publishing tool
7. Preserves full audit trails for compliant archival

Unlike supervision-only tools, Patrol can take action—not just flag content.

Public digital communications have outpaced the traditional controls organisations rely on for compliance and risk management. Today, employees and brands engage customers across social media and other public channels in real time—under increasing scrutiny from regulators, growing exposure to phishing and account compromise and constant pressure from the business to engage quickly.

Proofpoint Patrol helps organisations meet this challenge by delivering real-time supervision and enforcement for public digital communications, reducing regulatory, reputational and cyber risk while enabling the business to move faster.

An Enforcement-First Approach to Digital Governance

Proofpoint Patrol provides closed-loop supervision across both interactive communications and static profile content, enabling organisations to:

- Monitor posts, comments, replies and messages
- Detect regulatory, reputational and cybersecurity risks
- Approve profile content prior to use
- Prevent unauthorised profile modifications
- Automatically remediate violations in near real time
- Maintain defensible supervisory records

Patrol acts at the moment of capturing exposure, preventing issues before they become regulatory events.

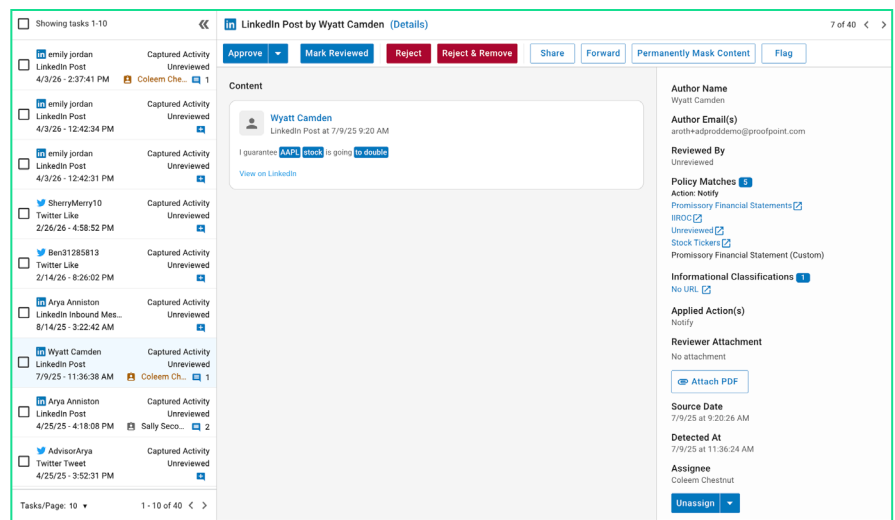


Figure 1. Patrol's Review Queue highlights flagged content within content for easy identification of policy matches.

Closed-Loop Profile Governance

Regulations such as SEC and FINRA guidance require static content to be approved by a designated supervisor prior to publication.

Patrol uniquely enables:

- Profile onboarding with supervisory approval workflows
- Snapshot-based version control of approved profiles
- Automatic rollback of unauthorised profile changes
- Scheduled recertification reviews
- API-driven onboarding and offboarding

This replaces manual screenshot reviews and spreadsheet tracking with a defensible system of record.

Pre-Publication and Real-Time Controls

Patrol integrates with leading publishing platforms and offers open APIs for integration with virtually any GTM platform, enabling compliance checks before content is posted. Users receive immediate feedback on policy violations.

In real time Patrol can:

- Identify non-compliant content before publication
- Provide users with clear guidance to correct issues
- Block or escalate problematic content when needed

This reduces downstream remediation and supervisory workload.

Broad Digital Channel Coverage

- **Social**
 - LinkedIn (Member Accounts, Pages)
 - X (Twitter)
 - Facebook Business Pages
 - Instagram Business Accounts
 - YouTube
 - Google Business Profiles
- **Other GTM channels**
 - Marketing emails
 - Text messaging
 - Web publishing
 - Custom marketing tools

Archive-Agnostic, Optimised

Patrol supports delivery to the archive of your choice, enabling consistent governance workflows across systems.

- Delivers normalised content and supervisory actions to downstream archives
- Supports 17a-4 compliant environments
- Optimised integration with Proofpoint Archive
- Maintains complete supervisory context

☐	Malware & Compromised Links 🔗	Link Categorization	Bidirectional	None	▼	Not Set	▼
☐	Phishing & Fraud Links 🔗	Link Categorization	Bidirectional	Delete	▼	Not Set	▼
☐	Potential Impersonator	Text Analysis	Inbound	None	▼	Not Set	▼
☐	Spam 🔗	Text Analysis	Inbound	None	▼	Not Set	▼
☐	Spam Commenter 🔗	Text Analysis	Inbound	None	▼	Not Set	▼
☐	Spam Sites 🔗	Link Categorization	Bidirectional	Delete and Review	▼	High	▼
☐	Spyware & Questionable Software Sites 🔗	Link Categorization	Bidirectional	None	▼	Not Set	▼
☐	Suspicious Links 🔗	Link Categorization	Bidirectional	Delete	▼	Not Set	▼
☐	Suspicious Non-Standard Characters 🔗	Text Analysis	Bidirectional	Notify	▼	Not Set	▼
▼ ☐ Compliance							
▼ ☐ Financial Services Compliance Standards							
☐	Financial Promotions 🔗	Text Analysis	Outbound	Delete	▼	High	▼
☐	Financial Related Complaints 🔗	Text Analysis	Outbound	Notify	▼	High	▼
☐	Financial Testimonials 🔗	Text Analysis	Inbound	Notify	▼	Not Set	▼
☐	Housing Discrimination 🔗	Text Analysis	Outbound	Delete	▼	Not Set	▼
☐	IROD 🔗	Text Analysis	Outbound	None	▼	Not Set	▼
☐	Lending Discrimination 🔗	Text Analysis	Outbound	Delete	▼	Not Set	▼

Figure 2. Proofpoint Patrol ships with over 200 built-in classifier rules across security, compliance and acceptable use.

Learn more at proofpoint.com/uk

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