

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 organizations 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 organizations 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 organizations to:

- Monitor posts, comments, replies, and messages
- Detect regulatory, reputational, and cybersecurity risks
- Approve profile content prior to use
- Prevent unauthorized 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.

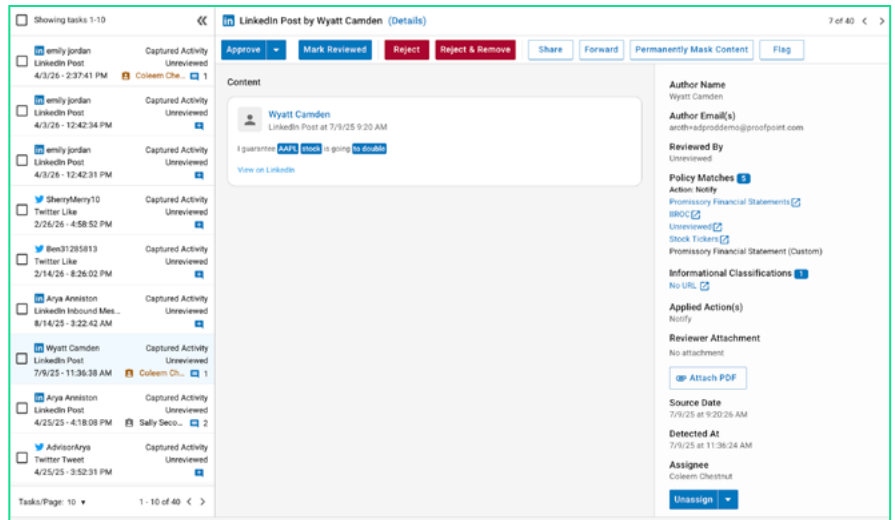


Figure 1. Patrol's Review Queue highlights flagged content within content for easy identification of policy matches.

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 unauthorized 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, Optimized

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

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

<input type="checkbox"/>	Malware & Compromised Links	Link Categorization	Bidirectional	None	-	Not Set
<input type="checkbox"/>	Phishing & Fraud Links	Link Categorization	Bidirectional	Delete	-	Not Set
<input type="checkbox"/>	Potential Impersonator	Text Analysis	Inbound	None	-	Not Set
<input type="checkbox"/>	Spam	Text Analysis	Inbound	None	-	Not Set
<input type="checkbox"/>	Spam Commenter	Text Analysis	Inbound	None	-	Not Set
<input type="checkbox"/>	Spam Sites	Link Categorization	Bidirectional	Delete and Review	-	High
<input type="checkbox"/>	Spyware & Questionable Software Sites	Link Categorization	Bidirectional	None	-	Not Set
<input type="checkbox"/>	Suspicious Links	Link Categorization	Bidirectional	Delete	-	Not Set
<input type="checkbox"/>	Suspicious Non-Standard Characters	Text Analysis	Bidirectional	Notify	-	Not Set
<input type="checkbox"/>	Compliance					
<input type="checkbox"/>	Financial Services Compliance Standards					
<input type="checkbox"/>	Financial Promotions	Text Analysis	Outbound	Delete	-	High
<input type="checkbox"/>	Financial Related Complaints	Text Analysis	Outbound	Notify	-	High
<input type="checkbox"/>	Financial Testimonials	Text Analysis	Inbound	Notify	-	Not Set
<input type="checkbox"/>	Housing Discrimination	Text Analysis	Outbound	Delete	-	Not Set
<input type="checkbox"/>	IR/OC	Text Analysis	Outbound	None	-	Not Set
<input type="checkbox"/>	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

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