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SecureMySocial™

Critical information protection:
for today's always-on social media savvy organization

Protecting critical information from threats regardless of an employee's location

www.clearswift.com | www.securemysocial.com

Why do businesses have an urgent need to address data loss?

Data loss and information leaks can severely harm a business. People accidentally emailing out confidential documents, inadvertently posting sensitive information on social media, or stealing proprietary data are a big risk to organizations. Various incidents have caused businesses to lose deals to competitors, be fined by government bodies and sued in court, be hit with public-relations nightmares and damaged reputations, and suffer other serious consequences.

Once the information leaves an organization, it can cause even further harm; criminals have even breached organizations' computer systems and wreaked havoc by crafting spear phishing emails based on information leaked on social media.

Data loss risks are growing along with various demographic shifts – including the entering into the workforce of a generation accustomed to oversharing, and the emergence of social media as a primary medium for providing and receiving information – trends that are causing the risk of serious data leaks to increase with time. It is imperative the businesses secure themselves with comprehensive Adaptive Data Loss Prevention (A-DLP) so that they do not suffer potentially catastrophic damage.

What is the Solution?

The combination of Clearswift's unique Adaptive Redaction technology and SecureMySocial's social media security technology offers the ultimate in critical information protection. Clearswift's highly scalable and secure platform takes full advantage of Adaptive Redaction technology, with the ability to detect information loss risks and other security threats, and transparently resolve them in a proactive manner, alerting organizations to the potential internal or external data breach immediately. SecureMySocial adds protection against the rapidly growing problem of information loss via social media, something that threatens an organization's data even when employees are not at work.

What are the SECURE ICAP and Web Gateways?

Sensitive data is leaked via incoming and outgoing internet communications and online tools such as Dropbox which can pose significant threats to your organization. The Clearswift SECURE ICAP and Web Gateways (SIG and SWG) are the market leading solution for securing your internet experience enabling your organization to balance the need to protect critical information with the ability to continuously collaborate. They provide organizations with deep content inspection, Adaptive Redaction and Data Loss Prevention technologies to align the flow of information to the organization's information governance policies, mitigating risk and underpinning compliance requirements.

What is SecureMySocial?

SecureMySocial provides organizations with the ability to address the rapidly growing problem of employees leaking information via social media. SecureMySocial warns people in real time if they are making inappropriate social media posts that may leak confidential information, violate regulations, help criminals architect spear-phishing and other attacks, or otherwise cause problems. All of these benefits are delivered without requiring employees to give their employers access to their social media credentials or accounts, and without employers actively monitoring any employees.

What is Adaptive Redaction?

Adaptive Redaction is the removal or transformation of data according to policy (rules), to ensure that information complies with corporate information security policies before it is sent to or received by the recipient (person, application or system). Traditional Data Loss Prevention solutions offer a basic 'yes' or 'no' response to attempts to send information, as they lack the architectural design to disassemble, inspect, amend and re-assemble the content 'in its original format'. Adaptive Redaction removes this barrier by modifying the information according to policies, to ensure only the acceptable level of information is shared and received, and that critical information remains safe at all times.

What are the benefits?

Protection against the latest, growing threats

- SecureMySocial augments the Clearswift solution with technology to protect against employees leaking organizational data via social media – a problem whose consequences are growing increasingly severe. Data leaked in such a fashion has harmed marketing efforts, led to lawsuits, and even allowed criminals to craft effective spear phishing emails used to breach organizations and steal large amounts of data.

- The problem of information loss continues to grow, and is becoming more expensive to address. Clearswift combined with SecureMySocial addresses the latest threats offering a more comprehensive protection than is available elsewhere.

- The Clearswift / SecureMySocial solution helps ensure that sensitive information is always protected – including when employees are out of the office, and even against risks created by generational differences in perspective vis-à-vis privacy and confidentiality.

Protection against employee behavior off-premise

- An increasing amount of information leaks are occurring when employees make posts from personal social media accounts while out of the office. SecureMySocial's cloud-based engine allows Clearswift to address such risks without impacting employees' privacy.

- The problem of data leaks via social media is growing rapidly, as a generation accustomed to oversharing is entering the workforce, businesses increasingly utilize social media as a medium for brand awareness and acquiring customers, where legal actions are increasingly instigated as a result of inappropriate social media activity.

A simplified data protection architecture

- The combination of SecureMySocial, which protects against information leaks via social media, and Adaptive Redaction helps ensure that in times of stress and pressure, only authorized content will be shared, unlike multiple situations in which information has leaked prior to official disclosure.

- Without the ability to prevent information leaks both from within the office and via social media, you may expose your organization to all sorts of threats: Besides the serious problem of the direct leaking of confidential data and files, overshared information also gives hackers clues as to how and when to best attack various systems. Criminals are increasingly exploiting such leaks to conduct effective spear phishing attacks and other social engineering campaigns in order to gain access into organizations to steal large amounts of potentially sensitive data.

Corporate Network
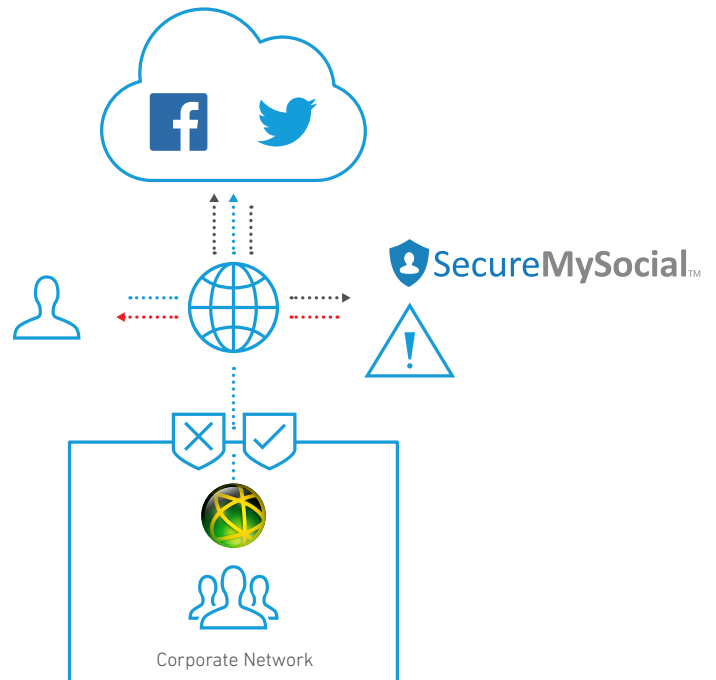
Address vulnerabilities

- Heighten business and IT awareness of potential data exfiltration from users' incoming and outgoing internet communications and use of online tools such as file sharing tools which can pose significant threats to your organization.

- Increase business and IT awareness of potential data exfiltration via social media postings, whether made from inside the office or outside of it.

- Maintain application uptime due to reduction of spear phishing and other social engineering attacks.

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Clearswift is trusted by organisations globally to protect their critical information, giving them the freedom to securely collaborate and drive business growth. Our unique technology supports a straightforward and 'adaptive' data loss prevention solution, avoiding the risk of business interruption and enabling organisations to have 100% visibility of their critical information 100% of the time.

For more information, please visit **www.clearswift.com.**

SecureMySocial protects businesses and other organizations from information leaks, reputational damage, legal issues, regulatory violations, and other problems created by employees using social media. By warning people in real time if they are making potentially problematic social media posts (e.g. that may leak confidential information, violate regulations, contain unacceptable language, or help criminals architect spear-phishing and other attacks), SecureMySocial delivers security without the need for employers to actively monitor employees' social media activity.

For more information, please visit **www.securemysocial.com**

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