Putting **security first** *for* critical online brand assets

cscdigitalbrand.services

![CSC logo]

As the *most security conscious digital brand service provider*, our clients trust us to take care of their businesses and create a competitive edge that lets them always perform at their best.

There's a constant barrage of security breaches in the news daily, and maybe your company has fallen victim. The fact of the matter is, not every company is doing all they can to stop cyber crime.

If losing revenue and customers—as well as spending millions of dollars on breach remediation—wasn't already expensive enough, it will cost even more post the European Union's (EU) General Data Protection Regulation (GDPR) that went into effect May 25, 2018 for every global company that deals with European consumer data. Failure to protect consumers from a breach that occurs after May 25, 2018 can result in a maximum fine of €20M or 4% of global annual revenue fine—whichever is greater. Regulations like these can be overwhelming, but CSC Security Center was built to help.

This measure is intended to strengthen and unify data protection, giving the control of personal data back to its owners—the consumers—and setting the standard for holding businesses accountable for data breaches. Other countries are also doing more to protect consumers. In October 2017, the United States Department of Homeland Security directed all government agencies to implement Domain-based Message Authentication Reporting and Conformance (DMARC) by January 14, 2018—as well as secure federal website connections (HTTPS vs HTTP) by February 2018, and implement an enforcement policy within 12 months of the policy going into effect—to protect citizens from phishing, email fraud, and government agency impersonation.

Regulation can be overwhelming, but CSC can help you navigate it.

Introducing CSC Security Center℠. Developed by CSC—who protects more than 65% of the world's top brands, and is the leading provider of online brand protection services—CSC Security Center is built to minimize unknown risks and reduce disruptions to your business by identifying threats to your vital assets, helping you keep your business operating at all times.

CSC Security Center

CSC Security Center will revolutionize the cyber security landscape—and CSC will continue to innovate to stay ahead of market needs and provide customers with reliable, scalable, and customized solutions that help protect brands around the world, as we have for decades.

For companies that need to be aware of and mitigate cyber risks not contained by their traditional firewall solutions, CSC Security Center exposes security blind spots to allow for quick action against real-world online threats that can compromise web presence, customer data, and critical business functions, such as email.

CSC Security Center meets a previously unfulfilled industry need—complete security oversight of a brand's core domains. It was created using CSC's advanced proprietary algorithms to be the most comprehensive domain security solution on the market, and CSC Security Center will:

Identify and monitor

Provide ongoing threat assessment

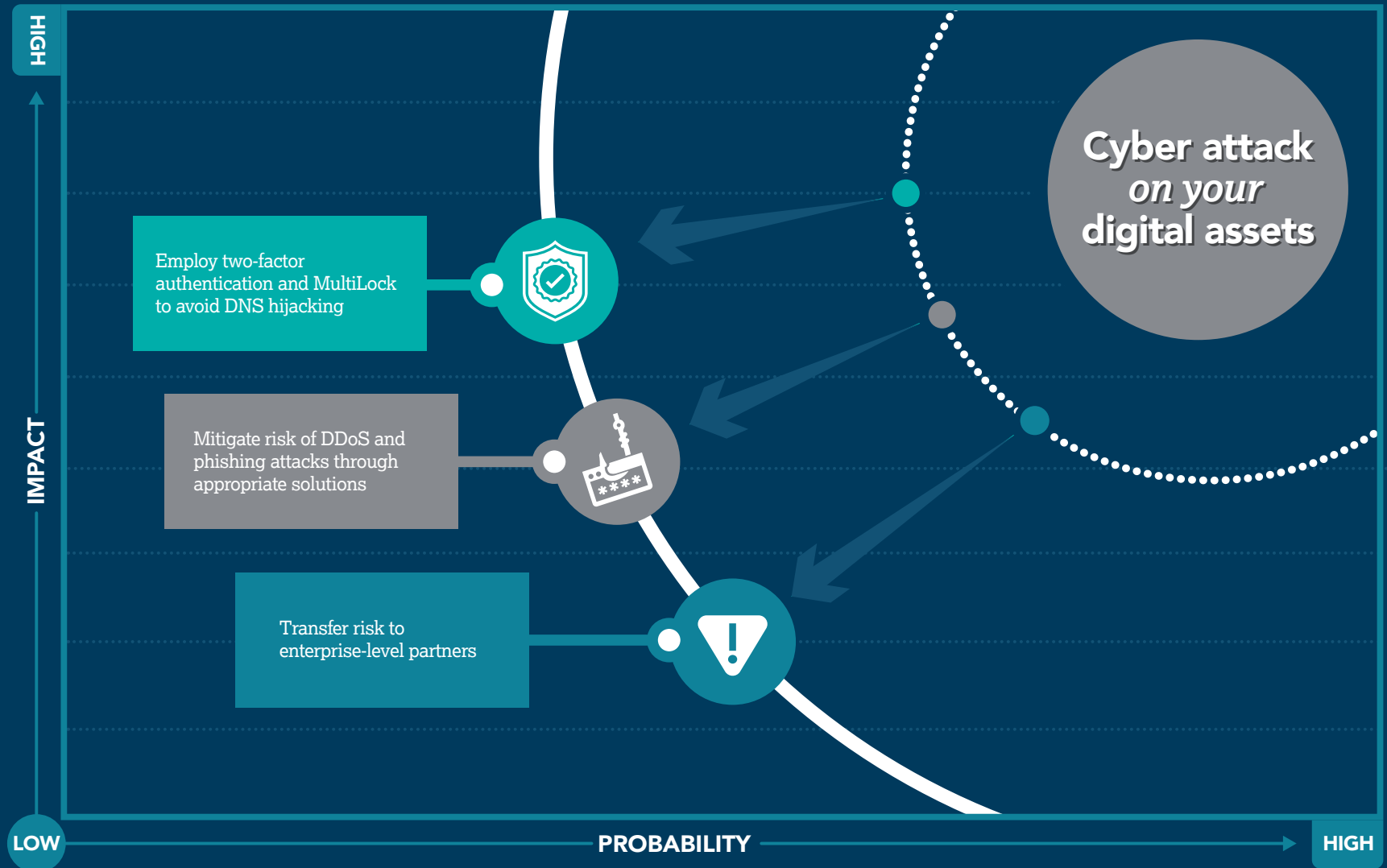**Send notifications when changes occur**

Make threat mitigation simple

CSC

We are the business
behind business®

Reducing the Risk of a Cyber Attack

IMPACT (axis: LOW to HIGH)

PROBABILITY (axis: LOW to HIGH)

Cyber attack *on your* digital assets

Employ two-factor authentication and MultiLock to avoid DNS hijacking

Mitigate risk of DDoS and phishing attacks through appropriate solutions

Transfer risk to enterprise-level partners

CSC

CSC® helps businesses thrive online. We help effectively manage, promote, and secure our clients' valuable brand assets against the threats of the online world. Leading companies around the world choose us to be their trusted partner, including more than 65% of the Interbrand® 100 Best Global Brands. Leveraging state-of-the-art technology, Digital Brand Services delivers outstanding outcomes through our unique account management structure. With our expert, dedicated team, you'll have a daily point of contact to ensure your brand has the strength it needs to succeed in the 21st century. We help consolidate and secure, monitor and enforce, then optimize and promote your brands in order to maximize your digital presence, secure your digital intellectual property, and reduce costs.

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