



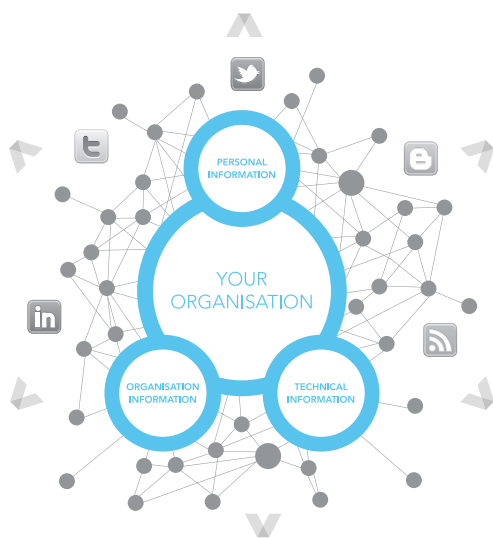
HOW BIG IS YOUR SHADOW?

Digital Shadows is a UK-based cyber-security company focussed on protecting organisations and individuals from targeted cyber attack.



We all cast a digital shadow on the Internet. This is the ever-expanding trail of publicly available data and information that we leave behind as we conduct our day-to-day lives. This shadow includes a person's movements, friends and interests or an organisation's key employees, software versions, network and security settings.

While there are many advantages in engaging with colleagues, friends, clients and business partners in this way, we unknowingly expose more information online than we intend. This makes it easy for cyber criminals to conduct hostile reconnaissance that exposes key weaknesses, allowing the criminals to craft a precision attack and enter through the front door. The current epidemic of cyber attacks has seen a long list of victims including Google, RSA, Sony and the IMF, all of whom have been targeted in this way. Such attacks bypass all traditional defences and can involve data theft, extortion or even physical harm.



REGAINING CONTROL OF YOUR DIGITAL SHADOW

Organisations need to regain control of their digital shadow. It's time to measure your organisation's digital shadow, monitor it closely and mitigate the exposure to hostile reconnaissance.

Digital Shadows continuously monitors millions of Internet sources for information that give attackers a foothold to mount a targeted attack. Our security professionals analyse the high-risk areas and work with clients to deploy effective countermeasures. In this way our clients can reap the benefits of the next generation Internet, without exposing weaknesses that could lead to catastrophe.

OUR SERVICES

DIGITAL SHADOWS Spotlight™

Digital Shadows Spotlight™ is our unique technology platform and process tailored to shed light on your digital shadow. The key elements of our service are:

Risk assessment: We will identify critical information assets, threat actors and vulnerabilities and create a tailored risk profile that will enable us to tune the service to your needs.

Testing: We will periodically carry out real life tests to assess your resilience to attack. This will include spear phishing tests, identity squatting and exposure to social engineering.

Monitoring: We will continuously monitor your digital shadow, identifying personal, technical and organisational vulnerabilities. We will also look for hostile, high-risk discussion about your organisation on forums and social media.

Reporting: We will deliver monthly reports that set out the current risks, suggested mitigations, key risk indicators and metrics. We will also contact you directly as soon as we detect an imminent threat.

DIGITAL SHADOWS VIP Protect™

Digital Shadows VIP Protect™ focuses our services on high risk – or high value – individuals within your organisation. The key elements of our service are:

Discovering intent: We will look for threatening intent on message boards, blogs and social media.

Account compromise: We will look for information that could be used to compromise electronic accounts e.g. exposure of answers to typical password-reset questions.

Identity spoofing: We will help you to 'claim' your place on the Internet and to weed out others attempting to compromise your reputation or security.

Inadvertent exposure to harm: We will look for information that could be used to harm that individual.



72%

The percentage of employees exposing valuable data via social media.

* Results from our own research

90%

The percentage of a hacker's time spent on hostile reconnaissance.

*Source: Certified Ethical Hacker Program

300%

The increase in highly-personalised, targeted cyber attacks this year.

*Source: Cisco, June 2011

WHY DIGITAL SHADOWS?

- ▶ We bring to bear over a decade of experience working for blue-chip private sector and secure government clients in the UK. We believe in building trusted long-term relationships with each of our clients.
- ▶ We are experts in our field. Through our intensive research programmes we continually strive to stay ahead of the latest vulnerabilities and campaigns used to break into and compromise organisations.
- ▶ For our UK Government clients, we are able to offer advice under the CESG listed adviser scheme.
- ▶ We are the only security provider with technology and services dedicated to monitoring and mitigating the risk of your digital shadow.

THE BENEFITS

Monitoring and controlling your digital shadow will allow you to:

- ▶ protect your intellectual property, customer data and sensitive information;
- ▶ prevent damage to your reputation;
- ▶ retain your customers' trust;
- ▶ protect against espionage and competitive intelligence;
- ▶ protect your employees from harm.

"Security experts said spear phishing attacks were easy to perpetrate because of the amount of information people put on the Internet about themselves on social networking sites such as Facebook and Twitter.

The mountain of data lets canny hackers piece together enough information to make e-mails they concoct appear convincing and genuine."

BBC News, June 2011

OUR MITIGATIONS

We work with our clients to help put in place practical measures which enable them to reap the benefits of the web whilst managing the risks. These mitigations include:

Policy: We will work with you to define, implement and communicate a consistent policy. This will help you provide clear guidance to all your employees.

Training: We will provide customised classroom or web-based training that will help raise awareness of cyber security and social engineering issues. This can include tailored one-to-one training for VIPs.

Technical countermeasures: We will provide expert technical advice that will help you to configure your existing IT services to make them less vulnerable to attack.

Ad-hoc advice: We will advise on content removal or containment and support clients in receiving tailored legal advice as required.

A TYPICAL ENGAGEMENT

We provide an ongoing service to our clients based on an initial risk assessment and a programme of targeted mitigations. This helps our clients to measure the effectiveness of the new controls put in place and understand new threats as they emerge.

