

Data Leaks and Frauds, You Could Be Next!

40000

visits were made by users on average to fraud websites daily and at least **100 brands** were attacked in 2020.

75.4%

of all scams were seen in social media. Social media became the **number one** channel for scams in the Asia Pacific.



Digital Brand Protection 101

Did you know that cybercriminals can impersonate your brands in a variety of ways, causing harm through the open web, dark web, social networks, email, mobile applications, and other digital channels. Hence, digital brand protection is the key in securing your brand or all your intellectual properties (IPs) through a comprehensive data sourcing and mitigation of extrinsic threat targeted to your organisation. Turn that frown upside down because IGS can help you protect your brand through end-to-end and proactive detection capabilities against online abuses!

Protection is Better than Cure!

Why should you bother with digital brand protection? Well, for starters, you'd have all your IP rights protected! Cybersecurity threats could be detected, deflected, or managed, your market share as well as trust from your key shareholders will increase thus attracting the right investors to your brand. Your profits and your reputation will be unreachable for cybercriminals because you choose to protect what's important.

Time is of the essence when it comes to digital risk protection, and we could be your partner in fiercely protecting your brand through comprehensive analysis and reporting of your trademarked data in the multi-faceted digital world. Talk with us today and we'll hunt down cybercriminals together with you.

What Happens Without Brand Protection?

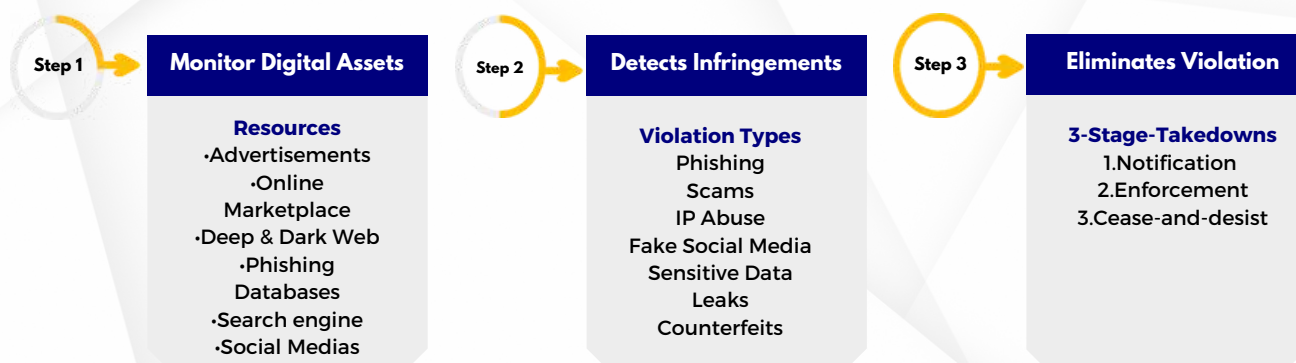
Nobody likes impersonators, especially when they cost you money. Without digital brand protection, you're susceptible to brand abuse, legal issues, copyright privacy violations, trademark squatting, counterfeit products, tarnished digital reputation and the lists goes on. On top of that, your revenue and growth will decrease from losing perceived credibility and frail online presence.

For example, IP infringement that resulted in a legal case have been proven to have a detrimental impact on a company's stock and investors' trust. This is irrelevant of whether the firm is on the winning side of the lawsuit. This matter is costly for an organization and has the potential to harm its reputation. As a result, getting digital brand protection is regarded as a better option since it helps businesses avoid high legal fees and provides them control over their reputation. Hence, protection is better than cure!

With Digital Brand Protection, you will be secured from :

- | | |
|-------------------------|-----------------------------------|
| 1. Scams | 4. Intellectual Property abuse |
| 2. Phishing | 5. Fake mobile apps & advertising |
| 3. Sensitive data leaks | And more! |

HOW GROUP-IB DIGITAL RISK PROTECTION WORKS



**HELLO
LET'S TALK!**



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