



Digital Risk Management for Data Compliance

Real-time insight into noncompliant activity on your digital assets

Reduce risk exposure by ensuring that your websites and mobile apps comply with data privacy regulations and industry standards.

Your digital assets are your weakness

Your ability to demonstrate compliance with national and international regulations (GDPR, COPPA, HIPPA, FERPA and more) and adopt industry standards (PCI DSS, ADA and more) for your websites and mobile apps mitigates the prospects of penalties, hefty fines and the ensuing reputational harm.

The Media Trust's **Digital Risk Management for Data Compliance** continuously monitors your digital assets for compliance with various regulatory and company-specific privacy and data collection policies. Unlike other compliance frameworks and platforms, The Media Trust provides real-time insight into user identification and tracking behavior executing through your website and mobile app environments. With 10+ years experience in monitoring the digital ecosystem, our unique capabilities facilitate holistic digital risk management for websites to enable you to demonstrate reasonable care.

More than 75% of executing website code is not owned and operated by your enterprise; nor is its execution visible to enterprise IT and security teams. Delivered via external, third-party partners, this digital "shadow IT" unobtrusively executes on users' browsers to drop tracking cookies and pixels and potentially collect user data and information, violating data privacy regulations and best practices. The Media Trust detects all data tracking activity, cookie drops and pixel fires, by using thousands of real-world browser/OS, device, geographic combinations and distinct cookie-based user behavior profiles.



Govern your website and mobile apps

You can't control what you don't know.

Powered by The Media Trust's proprietary technology, this solution functions as a compliance mechanism for your uncontrolled and unmonitored digital assets.

- **Partner discovery.** Identifies and documents your direct and indirect partners associated with delivering digital content to consumers.
- **Cookie classification.** Categorizes the types of cookies executing in your digital properties.
- **Privacy policy compliance.** Verifies digital partner activity compliance with relevant privacy directives.
- **Violation resolution.** Remediates any unauthorized or noncompliant user data collection via direct communication with violating partner.
- **Partner authorization database.** Tracks all your partners and records their approved activity scope.
- **Centralized reporting dashboard.** Generates custom reports to track progress and inform decisions.



Digital risk management simplified

We demystify the complexity of your digital ecosystem. You make more informed decisions.



Capitalize on our unprecedented view of the digital ecosystem

Relax. Get real-time alerts on user data tracking activity.

The Media Trust works with companies that make up the predominance of the consumer internet and fully understands how they target and reach consumers and employees, enabling holistic and accurate visibility into user experiences.

- **Comprehensive.** Conducts continuous, real-time, client-side scanning utilizing a combination of thousands of OS, device, geography, and distinct cookie-based behavior profiles.
- **Rapid.** Identifies unauthorized consumer tracking as it occurs.
- **Extensive.** Scans and analyzes a variety of digital content such as websites, mobile apps, digital ads and landing pages.
- **Global.** Uses a physical presence in 500 cities across 65 countries to detect, analyze and alert on geo- and behavior-targeted malware attacks.
- **Credible.** The Media Trust functions as the *de facto* virtual SOC for some of the world's largest websites—media, entertainment, ecommerce, social network, etc.

The Media Trust

The Media Trust works with the world's largest, most heavily-trafficked digital properties to provide real-time security, first-party data protection and privacy, performance management and quality assurance solutions that help protect, monetize and optimize the user experience across desktop, smartphone, tablet and gaming devices.

Established in 2005, The Media Trust leverages a physical presence in 65 countries and 500 cities around the globe to detect malware, site performance issues and data leakage. More than 500 publishers, ad networks, exchanges, agencies and corporates from across the online and mobile ecosystem—including 40 of comScore's AdFocus Top 50 websites—rely on The Media Trust's comprehensive suite of detection and alerting services to protect their website, their revenue and, most importantly, their brand.



The Media Trust

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