



Media Scanner™ for Data Protection—Websites

Data leakage results in lost revenue and privacy violations

Occurring with greater and greater frequency, data leakage is the collection of your valuable first-party data by the various third parties accessing your site, which then resell your data or redirect your web audience to competitive sites, without ever notifying or compensating your company. Unfortunately, most marketing and web security teams fail to track and monitor these third parties, so they never realize their valuable audience data is leaking off the site.

Along with lost revenue, having a host of unwanted or unknown trackers on your site may also violate your own IT governance and privacy policies as well as the growing collection of governmental regulations and mandates. Collectively, these can damage both your brand and your corporate reputation.

How Media Scanner™ prevents data leakage

By scanning your website on a continuous, 24/7 basis, The Media Trust's Media Scanner for Data Protection prevents data leakage by monitoring, analyzing and reporting on vendors, domains and data tracking elements present on your site, which provides timely and actionable information to quickly resolve issues with your data, analytics and advertising partners.

From a large array of servers located in 500 cities spread across six continents, which utilize many browser/OS combinations and automated user-interactions, the Media Scanner solution scans your website at appropriate frequencies to ensure your first-party data is protected on a 24/7 basis.

The Media Trust's Media Scanner for Data Protection provides you with:

- Immediate notification and alerting so you can quickly resolve data leakage issues
- Granular visibility and continuous control of what's on your website, how long it's been there and its purpose or function
- 24/7 in-house, on-shore technical support
- Comprehensive, yet flexible reporting that gives you the detailed visibility and control needed to manage and protect your site

A Security-as-a-Service offering, Media Scanner for Data Protection detects, catalogues and alerts on a wide range of data leakage elements, including:

- Domains/hosts/URLs
- Pixels
- HTTP/HTTPS utilization
- Unique/non-unique categorization
- Browser cookies
- DOM storage manipulation
- Flash cookies
- Segment lifespan and expiration

The solution also provides detailed background information on the domains and cookies present in the scan execution, including:

- Vendor name and parent company, if relevant
- Company description
- Company contact information
- Services provided
- Browser cookie definition, classification and description

Furthermore, the solution easily lets you define your own white list and black list of domains and cookies. You can also change or modify this list at any time. With this approach, your team only focuses its time on domains and cookies detected that are new or unauthorized. If your team does not currently categorize these entities, The Media Trust can assist you in defining, organizing and managing them.

How Media Scanner for Data Protection works

To get started with Media Scanner for Data Protection, you enter the site domain(s) into the system along with the desired scan frequency, the geographic areas to scan, your white/black list of domains, and your cookies and other data collection methods you want flagged. Once this information is entered, the system will immediately start scanning.

Upon detection of an unknown or black listed third-party code, the Media Scanner system immediately notifies you via email, so you can remove and block the offending code, preventing any more of your first-party data from leaving the page.

If the domain is unknown or of concern to the Media Scanner Technical Support Team, they notify the company's Malware Team, which will immediately capture and isolate the code and begin an immediate forensic examination to determine its intent, purpose, pathway and possible origins.

The Media Scanner successfully detects and removes 98% of all suspect activity prior to the malicious code from inflicting any harm. The Media Trust's continuous monitoring, inspecting and analyzing of all suspicious activity, anomalies or overt malware protect your website from the constant, unending threat of web-based malware.

Customized reporting and alerts

Whether detecting for malware, HTTPS, data leakage or site performance issues, the Media Scanner provides you and your team with robust alert and reporting engines, which enable instant, real-time alerting and notification as well as reports detailing site activity generated daily, weekly or any client-defined frequency and distribution. The solution is also able to export issues directly to your upstream partners, which speeds the resolution of the issue more quickly and efficiently.

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.

As the global leader in monitoring the online and mobile ecosystems, The Media Trust leverages a physical presence in 65 countries and 500 cities around the globe to continuously scan websites, ad tags and mobile apps and alert on anomalies affecting websites and visitors alike. More than 500 publishers, ad networks, exchanges, agencies and corporates—including 40 of comScore's AdFocus Top 50 websites—rely on The Media Trust to protect their website, their employee Internet use, their revenue and, most importantly, their brand.



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