



# Brand Exposure Protection

## Monitor for Brand Impersonation, Stop Typosquatting, and Request Takedowns with Flashpoint

Phishing remains a great threat to organizations as it has a low barrier to entry for threat actors to facilitate attacks. The potential damage from phishing sites is costly and can have both a negative impact on an organization's reputation and increase the risk of fraud due to account takeover (ATO) of employees and customers.

Malicious sites are growing at an increasing rate and cybercriminals continue to pursue creative ways to impersonate brands in order to steal sensitive information, such as personally identifiable information (PII), account credentials, or credit card data.

Organizations require insight into how their brand is being impersonated for malicious purposes, the appropriate context around the threat in order to protect the enterprise, and an action plan to remediate risk rapidly. As malicious sites continue to impact customers and employees, organizations need the ability to take immediate action to remove phishing pages in order to avoid further damage to the business and protect customer information.

## Offerings

### DOMAIN MONITORING

Provides teams the ability, resources, and insight into observed domain phishing activity related to the organization in order to eliminate threats such as typosquatting, phishing attacks, and brand impersonation through logo detection.

### TAKEDOWN MANAGEMENT

Flashpoint proactively alerts users to malicious URLs, fake social media accounts, as well as fraudulent mobile apps, and provides the ability to action via takedown services, enabling teams to remove malicious assets directly in the Flashpoint Intelligence Platform. The result is an actionable path forward to protect the enterprise.

### SOCIAL MEDIA MONITORING

Enables users to identify fake or duplicate accounts targeting the brand, enterprise, or employees from social media sites.

### MOBILE APP MONITORING

Provides the ability to monitor official mobile app stores, third parties, and directory sites for fraudulent apps that are targeting or impersonating a brand.

# How Flashpoint Protects Your Brand



## ALERT TO IDENTIFIED PHISHING ACTIVITY

Receive notification of a malicious site



## INVESTIGATE IN PLATFORM

Navigate to the Flashpoint Intelligence Platform to view the incident



## REVIEW INCIDENT DETAILS

View critical information from the alert to determine if action needs to be taken



## REQUEST ONE-CLICK TAKEDOWN

Initiates fully managed takedown by Flashpoint

## ABOUT FLASHPOINT

Trusted by governments, global commercial companies, and educational institutions, Flashpoint helps organizations protect their most critical assets, infrastructure, and stakeholders from security risks such as cyber threats, ransomware, fraud, physical threats, and more. Leading security practitioners—including cyber threat intelligence (CTI), vulnerability management, DevSecOps and vendor risk management teams—rely on the Flashpoint Intelligence Platform to proactively identify and mitigate risk and stay ahead of the evolving threat landscape.

For more information, visit [flashpoint.io](https://flashpoint.io) or follow us on Twitter at [@FlashpointIntel](https://twitter.com/FlashpointIntel)