



## PROTECT YOUR INFORMATION, PROTECT YOUR FAMILY

**Is personal information about you or your family discoverable in the public domain? As we share more details online, the discovery of information by third parties is often overlooked.**

**This could involve anything from stolen credentials sold on the dark web to your location details published online. Such information could threaten the physical and/or financial security of you and your family.**

### NYA'S CYBER EXPERIENCE

As one of the leading incident response teams internationally, our in-house cyber response experts are trusted by a number of the world's principal insurance markets to support clients. We have advised on some of the most complex cyber cases in recent history.

Our daily experience of dealing with cyber cases provides us with unrivalled expertise to offer advice on both pre-incident and post-incident cyber issues, including data theft, ransomware, man-in-the-middle attacks, DDoS and DeOS. In the last four years, NYA has responded on many targeted and untargeted cyber-attacks across a wide range of industries. Through our case experience we understand the common vulnerabilities exploited and extortion tactics employed by cyber criminals.

# DIGITALTRACE

A solution that fits your situation and lifestyle and protects you from online threat.

## ONLINE PROFILING

A detailed online profile of you, your family or company using surface, deep and dark web sources should be conducted. A baseline profile is built to capture your digital footprint and identify what information is discoverable about you online, highlighting any concerns or security vulnerabilities.

## ONGOING PROFILE MONITORING

Once an online profile is established, it must be monitored. The initial report will help determine the relevant search criteria and alerts, which can be adjusted should your personal circumstances change. This should then be monitored for any changes in online sentiment or other indicators that may affect you, your family or your family brand.

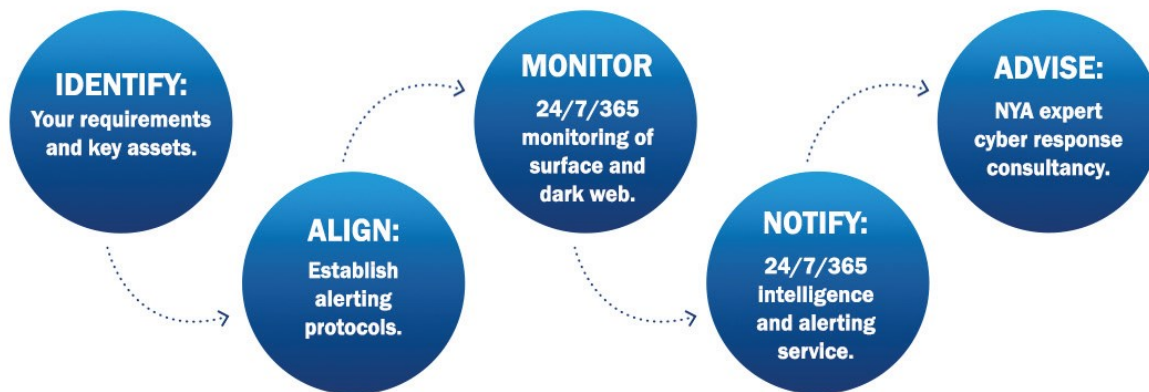
## BREACH ALERTS

A breach is the unauthorised access to and posting of personal information such as IP addresses, credit card details, passport numbers, email addresses, associated domain names, and text string identifiable as your data.

Monitoring of the dark web to notify you of detected breaches involving your personal data should also be conducted. A security provider should have access to a comprehensive database of dark web content. NYA can access historic data breaches with almost 6.5 billion credentials across 275 separate breaches as far back as 2007. Unstructured dark web sources such as Tor, IRC, Bins, Derived and Curated, currently collect around two million new documents per week, which contain approximately one million email addresses and credentials – all of which can be filtered and searched to identify breaches.

## PREDECITIVE EVENT ANALYSIS

The ability to monitor online activity and digital interest surrounding specific events that you or your family may attend or be involved in, and which may generate public interest which could affect your personal security or brand is important. An initial threat assessment and identification of the requirements for the online search criteria should be carried out. Continual monitoring of online engagement ensures that your security team can be alerted immediately to any emerging trends or threats.



## Identify

The service begins with a consultation with an NYA consultant to identify and agree on family members and other key assets.

## Align

Following identification of key assets and issues, we work with you to establish reporting protocols to be used in the event a breach is discovered.

## Monitor

NYA's analytical team (with over four years of experience of information security incidents) monitor the surface and dark web.

## Notify

In the event a breach is discovered, the analyst team will alert you (in accordance with the established protocols) and provide immediate intelligence. This empowers you to take timely action and protect your family.

## Advise

NYA can provide an initial 'case management' telephone call for advice from an experienced Cyber Response Consultant.



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