



*Reflectiz is a cyber security company that helps businesses mitigate privacy and security risks resulting from third-parties installed on their websites.*

## The Third-Party Risk Landscape

### Third-parties: essential, but risky

Websites today embraced third-party scripts and integrated them into their inner backbone, granting them full authorization to perform any action. These scripts offer better functionality and scalability for business and technology purposes. **But third-parties also present significant number of unattended threats that effect the entire supply chain and pose websites to new privacy and security risks. Your website is no exception.**



*An average website third-party risk landscape*

### The current state

While the risk factor is evolving, many companies are not fully aware of the security and privacy implications third-parties present. Others, are still struggling to find the most trusted and cost-effective solution, one that combines intelligent risk management process and an efficient ongoing control.

## refSec: the Next Generation Third-Party Risk Mitigation Solution

refSec, the new solution from Reflectiz, helps security and privacy teams identify threats, vulnerabilities, risks, GDPR/CCPA privacy breaches caused by their third-party technologies.

With a refreshing approach to web third-party risk management, refSec now offers better threat mitigation, better control, maximum visibility and no production changes or installation demands.

### refSec - Key benefits

- **Baseline for ongoing protection** - refSec creates one touch baseline, followed by a reoccurring monitoring process for the entire third-party inventory, leaving your website protected all along the way.
- **Full visibility** - refSec provides extensive third-party inventory and robust asset management platform, all in one place. The platform performs comprehensive third-party detection, covering entire sites and each script action within.
- **Dynamic analysis** - refSec uses propriety browsing capabilities, offering advance dynamic third-party behavioral analysis. It identifies every action and modification, connectivity layers and remotely installed external parties - known as 4th-parties.
- **Auto-alerts** - refSec lets you stay in control 24/7. The system sends automatic alerts and notifications according to the severity of each instance.
- **Effortless solution** - refSec doesn't require setup or integration and doesn't involve production demands. It works seamlessly and externally, with no effect on your website. Once activated, refSec data instantly becomes available for you.

To do list:  
**Nothing!**



*refSec protects your site continuously by creating a baseline at the starting point and providing automatic ongoing monitoring, to detect new threats and risks.*

## What Are Web Third-Parties?



Third party components on website environments are commonly used to scale technology use, and to achieve business goals more effectively. A modern website today uses an average of 50 third-party components. Out of those, at least 25% are fourth-parties - remotely installed scripts.

Third-parties contain many familiar features, covering almost every client-side aspect, from user engagement tools, digital marketing modules, analytics, developers framework and social media plugins are only few. Some are linked with widely recognized names like Facebook, Google, jQuery features, Amazon Cloud, while others are less familiar.

## Third-Party Threats and Vulnerabilities

While third-parties are often considered as trusted vendors, they still pose many threats that need to be managed. But in practice, what are the most disturbing challenges third-parties present?

**Supply Chain Attacks** - Any third-party on your website, has access to your visitors. Your site can be hacked through a third-party or your vendor can be breached, exposing your data and put your site at immediate risk.

**Remote Modifications** - Third-parties can be modified remotely, without the site-owner consent. This can lead to data exploitations, unintended modifications, device activation, i.e., cam or mic. It also allows third-parties to install additional scripts - 4<sup>th</sup> parties.

**Legal violations** - An installed third-party has access to your most sensitive data and has the ability to extract it. From regulation point of view and legal perspective, this is a high-risk factor. It can expose your organization to liability issues unknowingly.

Did you know?

BRITISH AIRWAYS

**“BA hacked: 380,000 card payments 'compromised' in breach”**

Sky News, Sept. 2018

The British-Airways attack was a part of the Magecart hacking campaign and was executed through an installed website third-party JS code. As a result the company suffered an overwhelming negative effect, including financial losses and customers mistrust.

## Common Third-Party and Supply-Chain Risks

Research findings and recent third-party breaches indicate the top five risks that can jeopardize organizations:

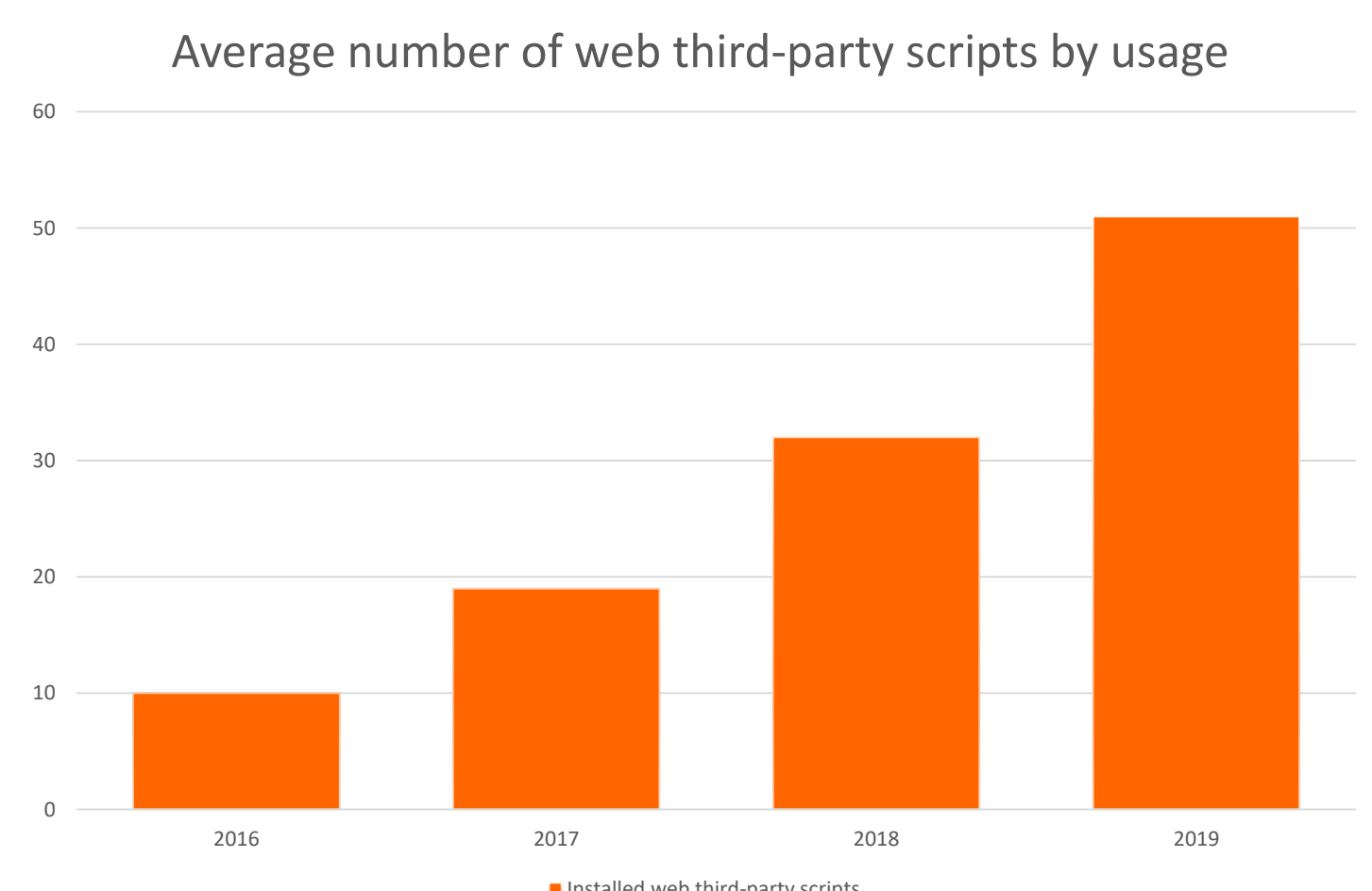
**Data breach exposure** - sensitive information leakage, liability issues, potential lawsuits and fines.

**Reputational damage** - negative brand loyalty, customer confidence, long-tail effect.

**Financial loss** - operational and legal costs, value dropdown, profitability decline.

**Privacy and GDPR risks** - regulatory entanglement, governmental investigation, class action.

**Personal accountability** - C level responsibility, team liability, dismissal and defaming.



Source: Reflectiz research data 2016-2019



*refSec scans every page and monitors any third-party action to tracks threats and vulnerabilities and avoid risks before they happen.*

## How refSec Works?

refSec uses proprietary technology, based on complex algorithms, combining cyber expertise with advances machine learning capabilities.

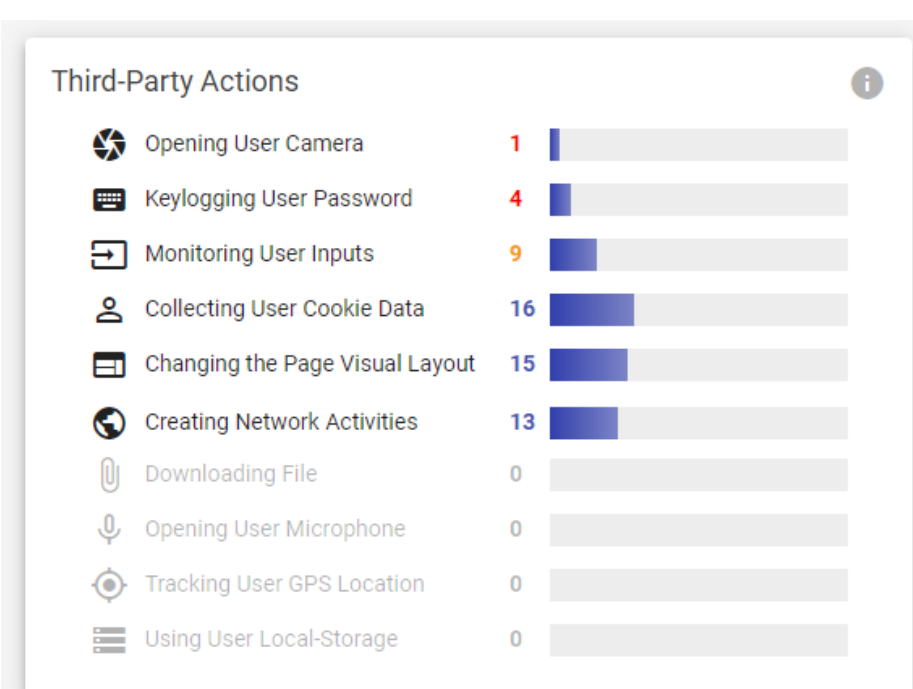
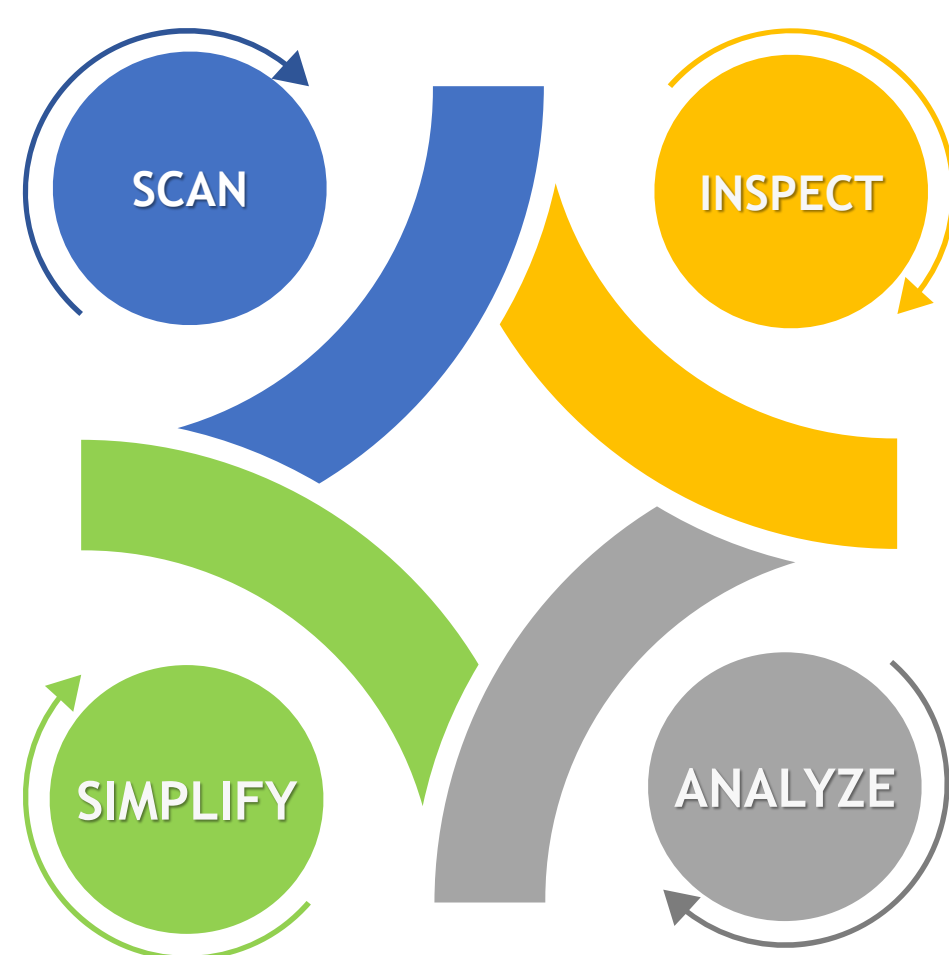
### The refSec Process

**SCAN** Automated remote scan for an entire website

**INSPECT** In-depth page analysis performed by designated browser

**ANALYZE** Data analysis and cyber algorithmics procedures

**SIMPLIFY** Producing filtered results and actionable items



refSec Action summary dashboard.

*Source: Reflectiz third-party risk scan results for a demo-site.*

### refSec behind the scenes

- **Reoccurring in-depth scans** - A designated browser platform runs on entire websites and performs external in-depth scans, allowing refSec to tracks the whole third-party inventory, regardless of script loading mechanisms.
- **Baseline Identification and Risk Detection** - Once the entire data is collected, refSec maps the whole third-party inventory and identifies the baseline. From that point, the scan runs continuedly to detect deviations and new risks.
- **Knowledge is power** - the refSec platform scans tens of thousands of selected sites from around the globe. This enables us to accumulate huge amount of data and develop unique capabilities of pre-identifying threats and handling risks before they occur.
- **Efficient dashboards and auto-alerts** - our dedicated interface reflects a concise snapshot that easy-to-use dashboards and a smart notifications platform that automatically alerts of unusual events.

## Reflectiz at a glance

Our ecosystem is structured from exceptional start-up spirit, longtime security experience and highly active cyber scene. This unique combination allows us to cope new challenges faster and handle risks more effectively, so you will always stay ahead of when a new threat is on the way.

### Why Reflectiz?

- **We Are Cyber Oriented** - We offers exceptional cyber roots and unique security skills, ranging from ethical hacking world. All our solutions were developed and designed by security teams, for security teams.
- **Always Cost-effective** - Our philosophy combines efficiency and fairness. We save you time and money, offer fair price, no setup requirements and full SIM computability.
- **By all means** - Great service is a win-win. Our dedicated team provides quick response, friendly approach and the highest level of professional service.
- **Clear cut solutions** - We believe that good solutions should be simple and useful. That's why our solutions are precise and only refer to what's really matters.

**Get Your Limited Offer Now!**

Join our special trail now, get an initial free scan and complementary risk report.

Promotion code: refSec-5-2019