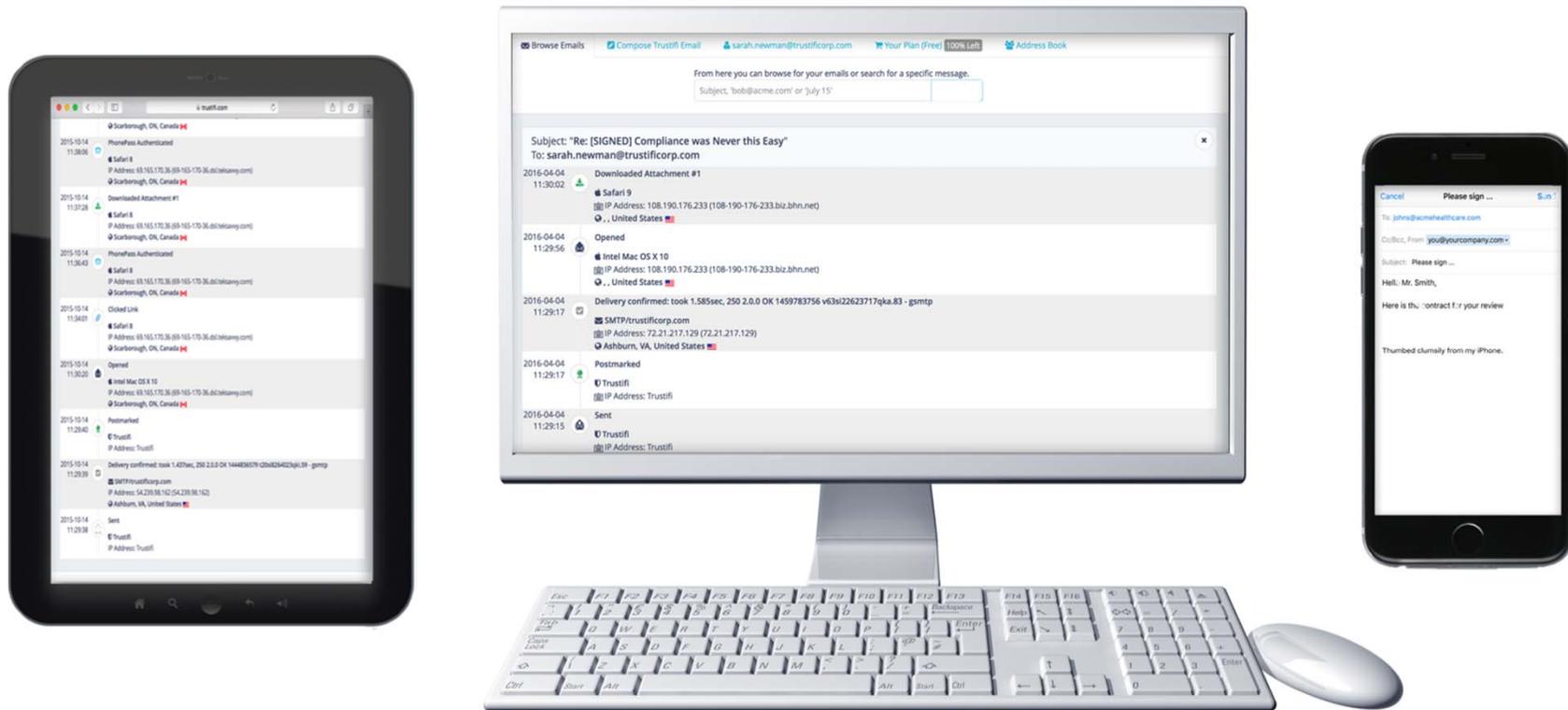


# CYBER SECURITY AND EMAIL

Today's Risk. Today's Solutions.



Best in Class Leadership & Innovation

# *Contents of Presentation*

Introduction to Cyber Security Issues

Background Information of Cyber Crimes

Preventative Measures

Market Opportunities for Remediation

**What are some of the  
critical needs that your  
organization has identified  
?**



# A Brief History of Cyber Security Issues

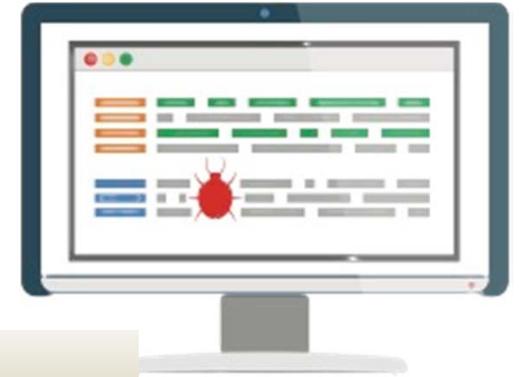


## The First Computer Worm — Late 1980s - Early 1990s

Succeeded in shutting down the Internet

## The First Viruses — 1990s

Caused global email failure



## Credit Cards Under Attack — Late 2000s

Cyber attacks become more targeted with the first serial data breach of credit card numbers.

## The Threat Tsunami — Modern Day

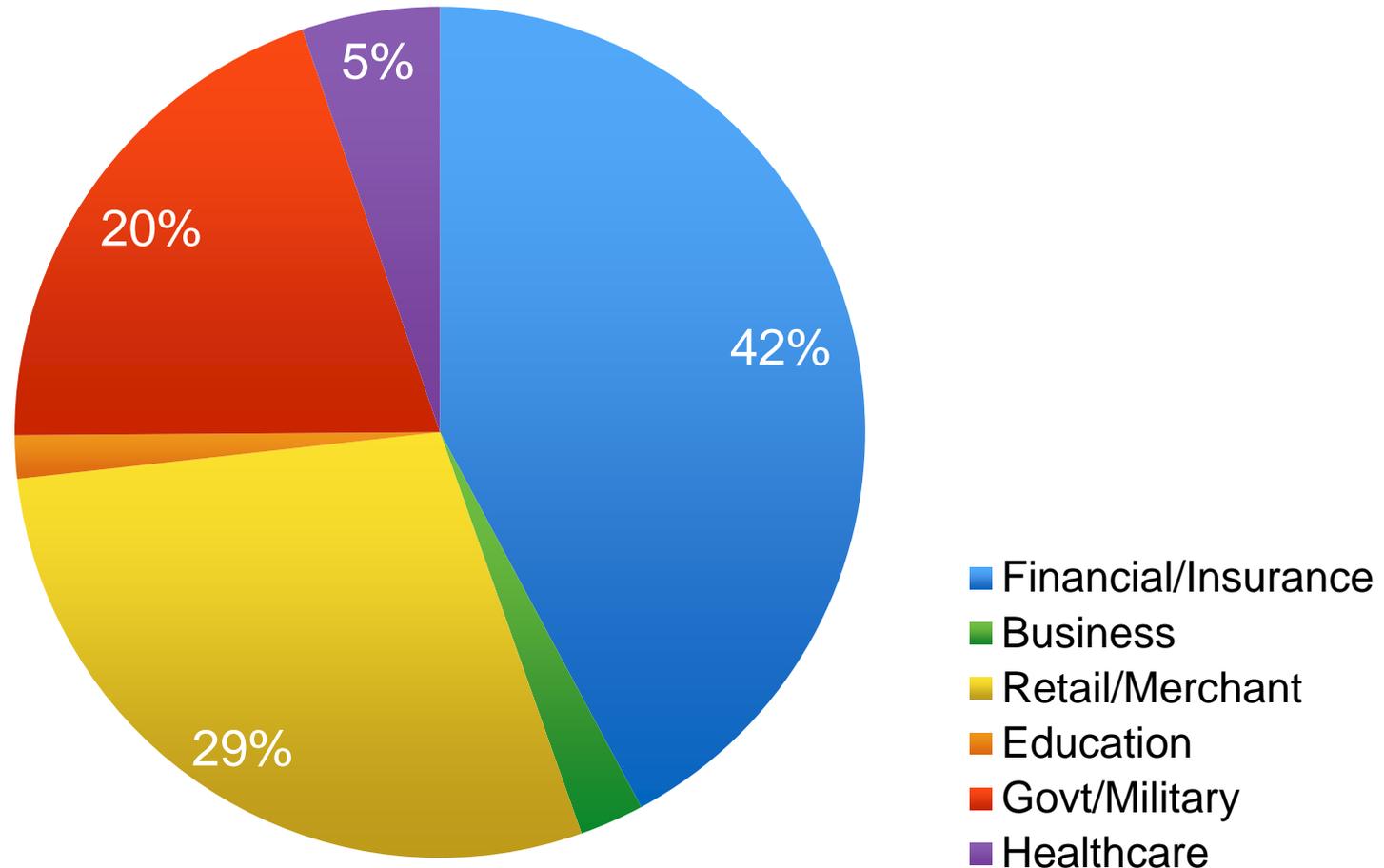
Cyber breaches are now board-level issues. Data breaches cost an average \$6.53 million per incident.

<http://www-03.ibm.com/security/data-breach/>



# Data Breaches — By the Numbers

Since 2005 900,833,392 records have been compromised as the result of data breaches.



The average **TOTAL COST**  
of a breach is

**\$4 million...**

up 29% since 2013



The average cost per  
record breached is

**\$158**



But the cost per record  
breached ranges from

**\$355**

for healthcare organizations to

**\$172**

for retail industry and

**\$129**

for transportation companies

While malicious hacking is still the most prevalent cause of data breaches,  
***email was the third most cited cause of a breach.***

Unencrypted email and attachments pose a threat to your data security and privacy.

Email is often the entry point for all manner of malware attacks.

Unencrypted email is vulnerable to attack from hackers and other cyber threats.

Accidental exposure (your email was sent to the wrong recipient) can also result in a data breach

There is a **1 in 4** chance that your organization will be involved in a data breach.

***Trustifi's cutting edge solution allows ease of use, and easy adoption and protection of emails and their attachments.***

- AES 256 bit end-to-end encryption standard.
- Anyone, anywhere in the world can receive **secure, encrypted** emails and open them.
- Compliant with state, federal, local and international laws and standards.

***Easy to Use***

***Integration & Flexibility  
Are Our Strengths***

***Simple Office 365 Configuration***

**Compliant Email Must Be Seamless for Senders and Receivers**



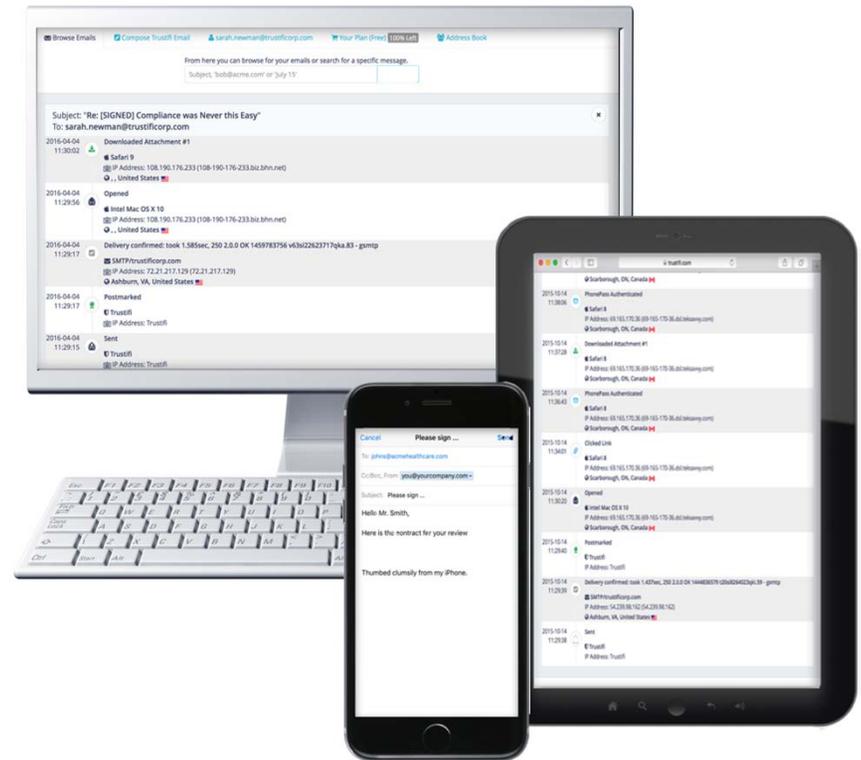
## Authenticated, Validated, and Postmarked Communications

- The Most Compliant & Secure Email Service
- Trustifi @SecureTrack — Total Email Lifecycle Management Services.
- Postmarked @OptIn
  - Improves user satisfaction by offer digital alternative to portal software.
- More reliable than USPS Certified Mail due to proof of sending the email and its content.
- Volume email processing
- Only email provider to offer all four key email products: @OptIn, Marketing, Digital Signature Email, and Encryption.
- Low Cost, High Quality Model with unique pricing structure.

# Trustifi Communications Services

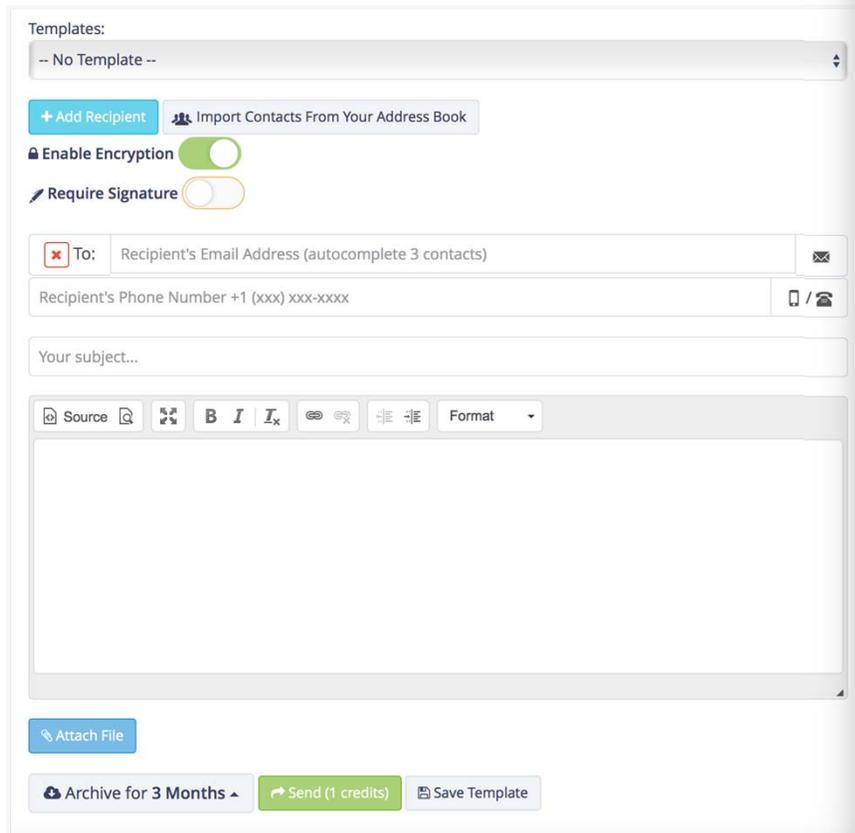
## Features and Functionality

- No IT resource requirements or system rollouts
- Any System Any Device
- Maintenance-free license agreements
- Trustifi's @SecureTrack baseline and complimentary optional features integration include:
  - Digital postmarking (@OptIn) \*
  - Dual validation \*\*
  - Digital signature
- Both cloud and on-premise solutions; user-friendly and flexible.



\* Patented

\*\* Patent Pending



Send secure emails to any recipient.

Secure all devices used by your company.

Know who's looking at your email and what they're doing with it.

# Trustifi Secure eDelivery Services

- Push approach for eBills and eStatements containing PII or PHI
- Email tracking and analytics on each email: opens, downloads, location, and devices
- **U.S. Federal Court ruling - equivalent to USPS First Class & Certified Mail**
  - Transmission combined with content proves sending.
  - Proves email was sent to recipient
  - Archive provides authentication and non-repudiation
  - Postmarked email verification detects tampering
- **Analytics are available in Trustifi Dashboard for with 24/7 access and bill pay**

	Feature	Standard iPDF	Trustifi AVP
1	Send PDF	Yes	Yes
2	Encrypted PDF	Password Only	Telephone Password
3	Campaign Tracking	Yes	<b>Yes</b>
4	Individual Engagement Tracking	<b>No</b>	<b>Yes</b>
5	Federal Court Ruling: USPS Mail Legal Equivalent	<b>No</b>	<b>Yes</b>
a	Legal Proof of Sending	<b>No</b>	<b>Yes</b>
b	Proves Deadlines are Met	<b>No</b>	<b>Yes</b>
c	Content Authentication	<b>No</b>	<b>Yes</b>
d	Detects Tampering	<b>No</b>	<b>Yes</b>
6	Dashboard Archive	<b>No</b>	<b>Yes</b>

# Market Recognition...

PATTON BOGGS<sub>LLP</sub>

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Washington, DC 20037  
202-457-6000

Facsimile 202-457-6315

## TRUSTIFI LEGAL REVIEW

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**To:** Trustifi  
**From:** Deborah M. Lodge, Amy Davine Kim and Melodi Gates  
**Date:** December 9, 2013  
**Subject:** Compliance with Electronic Delivery Regulations

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Trustifi thus appears to satisfy the SEC Securities Act Release No. 7233 by addressing the three emphasized factors as follows:

- Notice: Is fulfilled by sending a Trustifi Postmarked Email that provides an enduring, tamper-proof record that links email content to email transmission.
- Access: Is provided via the securely delivered attachments and access to the consumer Digital Mailbox where postmarked emails are archived for 7-years.
- Evidence of Delivery: A Trustifi Postmarked Email provides legal proof of sending and comprehensive tracking of delivered documents.

### B. Electronic Recordkeeping

“LPL to Pay \$9 Million for Systemic Email Failures and for Making Misstatements to FINRA,”

<http://www.finra.org/Newsroom/NewsReleases/2013/P264524> (May 21, 2013).

“FINRA Fines Five ING Firms \$1.2 Million for Email Retention and Review Violations,”

<http://www.finra.org/Newsroom/NewsReleases/2013/P207604> (Feb. 19, 2013).



2014 Global Document e-Delivery  
New Product Innovation Leadership Award

### Conclusion

In a market that has clearly stalled in both progress and penetration, Trustifi's path breaking platform for B2C document e-delivery arrives as a breath of fresh air. Designed to solve urgent business challenges while keeping in mind end user preferences, the platform has the potential to significantly disrupt electronic communication within the USA - and eventually globally. On the strength of its patented innovations, intuitive design, compelling value proposition, and strong early interest from the consumer community, Trustifi has earned the 2014 Frost & Sullivan Global New Product Innovation Leadership Award.

### TRUSTIFI POSTMARKED EMAIL<sup>®</sup> as a Substitute for USPS Certified Mail Service

#### Executive Summary:

Trustifi Corporation is a provider of paperless digital content authentication solutions. Providing legal proof of sending for your transition to a paperless environment has significant cost savings, manages risk, helps your organization meet regulatory requirements and safeguards your critical communications. Trustifi Postmarked Email empowers your corporate communications.

*In the news:* [www.superbcrew.com](http://www.superbcrew.com)

### *US Federal Court Landmark Ruling*

POSTED ON [MAY 5, 2016](#) BY [SUPERBCREW](#)

## Trustifi Aims To Change The Way We Do Business By Having All Our Emails Secured

60  
SHARES

Facebook

Twitter

## *In Conclusion...*

- Seamless integration of a secured service for the transmission and storage of PII has historically been difficult to adopt
- PII security is paramount, easy interoperability with any device
- PII transmission requires cumbersome encryption or requires the use of portals and passwords, creating a negative user experience

*Trustifi's solutions uniquely meets all industry needs while being easy to integrate, implement and use, creating efficiencies in **any** office.*

Questions and Comments