Digital Vendor Risk Management

Discover and remedy crucial security, privacy, and quality failures in your mobile apps and website execution, in real time.

Three dimensions of digital risk, controlled

The Media Trust's **Digital Vendor Risk Management (DVRM)** platform provides real-time visibility and insight into non-compliant activity and threats operating in your digital environment. You can now rein in digital shadow IT, i.e., unmonitored and unauthorized execution of external vendor code on users' browsers, by centralizing information needed to manage your consumer-facing digital assets, confidently.

VENDOR NETWORK

SECURITY	DATA	QUALITY
• Malware Prevention	• Regulatory Compliance: GDPR, COPPA, FERPA, HIPAA, and more	• Website Peformance
• Encryption Compliance		• Creative QA
• Malware Attack Data	• Industry Best Practices: PCI DSS, TAG, IAB Ad Unit Portfolio, and more	• Campaign Verification
	• Company Data Leakage Policies	

REMEDIATION

Capitalize on an unprecedented view into the digital ecosystem

Derived from 10+ years monitoring the digital ecosystem, our proprietary scanning technology is:

• **Continuous**: 24/7 client-side scanning of 10M+ mobile apps and websites, and 30M+ ad tags

• **Comprehensive**: 100+ device, operating system, and browser combinations

• **Global**: 500+ geo locations around the world

• **Unique**: 1000+ distinct, cookie-based, real-user behavior combinations driving content delivery via apps, ads, websites, search, video, native, etc.

• **Flexible**: Customizable to client-selected policies, regulatory requirements, or industry best practices

On average, between 50-75% (sometimes 95%) of executing digital code on mobile apps and websites is not owned and operated by your enterprise. Even worse, this code operates outside the purview of existing IT and security infrastructure, impeding the ability of operations, security, and privacy teams to assess and mitigate digital risks. The potential consequences for your company include regulatory fines, security incidents, and lasting damage to your reputation.

Uncover and resolve hidden vulnerabilities

Build a trusted vendor network and control risks on your mobile apps and websites.

- **Partner discovery**. Identify and document your direct and indirect vendors associated with delivering the user experience.

- **Network connection**. Connect with your digital vendors and join the dots of your digital ecosystem.

- **Activity classification**. Categorize the types of code execution on your digital properties.

- **Digital policy compliance**. Evaluate suspicious or malicious partner activities, and activities such as cookie drops and pixel fires to verify compliance with relevant guidelines and policies.

- **Violation resolution**. Remediate unauthorized or non-compliant code execution via direct communication with a violating vendor.

- **Partner authorization database**. Track your pre-approved partners and document their approved activity scope, while actively flagging any unapproved partner.

- **Executive reporting dashboard**. Generate custom reports to track progress and demonstrate reasonable care.

Simplified digital risk management

Powered by The Media Trust's Media Scanner™ engine, this SaaS platform enables holistic management of third-party digital risk exposure.

DVRM

- ‣ Discover and Classify
- ‣ Communicate and Comply
- ‣ Resolve and Report

Tailored
Detect and minimize enterprise-specific digital risks with ease

Automated
Remediate authorized partner activity with ease

Lightweight
Easy implementation provides immediate visibility into all code execution in your digital assets

Transparent
Gain complete insight into your digital ecosystem

Efficient
Reduce operational overheads with turnkey services

Centralized
All the tools you need to minimize digital vendor risks in a single platform

Everyone is afraid of everyone's website but their own™

THE MEDIA TRUST

Creating better digital ecosystems to govern assets, connect partners and enable digital risk management.

mediatrust.com