



Encryption Compliance

The industry's most reliable solution for alerting you to breaks in encryption across mobile apps and websites.



Encrypt your entire web call chain

As the digital environment becomes increasingly complex, maintaining continuous and complete HTTPS encryption can be challenging. Today, third-parties contribute anywhere between 50-75% (sometimes 95%) of the executing code on most mobile apps and websites, creating security and compliance blindspots for enterprises. Any one break in encryption for these myriad providers will sabotage encryption for the entire user experience. How do you ensure encryption for your digital assets on a 24/7 basis?

Powered by Media Scanner™, The Media Trust's **Encryption Compliance** product promotes a safer user experience by isolating encryption breaks across your digital properties. Our technology keeps encryption issues at bay by scanning not only your own code, but also third-party code responsible for non-secure calls proliferating across ad tags, other webpage code, and landing pages.

20%

Internet traffic still unencrypted

50-95%

Average non-owned or operated code in digital assets

210k+

Encryption breaks detected per day

Capitalize on an unprecedented view into the digital ecosystem

Derived from 10+ years of 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:** 1,000+ real-user behavior combinations used for targeting digital content in formats such as display, audio, video, native, etc





24/7 encryption compliance

Continuously enforce and maintain HTTPS encryption compliance throughout your web call chain on a 24/7 basis.

Know your partners. Maps your digital footprint by identifying and evaluating direct and indirect digital vendors contributing code to your mobile apps and websites.

Manage your partners. Facilitates the communication and enforcement of digital policies regarding encryption compliance.

Real-time alerts. Immediately notifies you and provides details on the offending tag, creative, and vendor serving the ad.

Resolution path. Supports the ability to send out specific evidence of encryption break(s) directly with your partner.

Summary reports. Gain insight into encryption breaks over time to evaluate the quality of a digital partner.



Reduce operational overhead and streamline resolution

Support

Our security analysts manage your requests and offer support services

Efficient

Save time by getting ahead of issues affecting the user experience

Streamlined

Resolve compliance errors by communicating with your partner directly via our platform

Automated

Manage end-to-end digital vendor risk for mobile apps and websites

Actionable

Access granular information on encryption breaks

Lightweight

Access turnkey services that seamlessly fit into existing workflows and tech stack

Complementary Products:

- ▶ Malware Prevention
- ▶ Malware Attack Data
- ▶ Digital Vendor Risk Management

