Crazy Things You Wouldn't See in Brick & Mortar
"No one is minding the store"

We have all turned to digital commerce as a lifeline during the lockdown. As crazy as the pandemic has been, it is good to make light of crazier things that should not happen. The Media Trust and RH-ISAC are exploring some of those things in this series, *Crazy Things That Happen in your Online Store Every Day*.

Crazy Things #1 - Security

Your Security personnel watch your store for 2 minutes every 24 hours.

Imagine if your **home** alarm monitoring system was installed on certain doors and windows and not others. And imagine if that alarm system only worked once a day for 2 minutes, and was off duty for 23 hours and 58 minutes every day? Sounds crazy?

Let's apply that concept to a **brick and mortar retail store**. Imagine if your security personnel surveyed certain windows or doors, or certain areas of the store for a minute or two every day. Also imagine that security personnel profile only one potential criminal type, and only focuses on that profile to the point of ignoring anyone outside that profile. If the criminals figured out your profile and monitoring system, you would expect:

Criminals stealing everything from your cash registers to walking away with high value items because they are easy to conceal and no one is watching. Criminals stealing any and everything because they did not fit the profile your security team was considering. And criminals stealing because your security was off duty.

Seems crazy, right? But this happens on many ecommerce websites!

Based on reviews of several hundred ecommerce retailers, below are common monitoring approaches today:

- **No monitoring** - Most retailers do not monitor their website at any point in time, and only discover malicious activity and attacks after the breaches have occurred.
- **Manual monitoring** - A few retailers periodically review select web pages at random frequencies such as once a month or quarter or every 6 months.
- **Automated monitoring** – Even fewer retailers perform automated monitoring, ranging from a limited number of scans across key website pages, to focusing on activities on selected domains.

Overcoming crazy isn't an insurmountable feat.

For 15 years we have been helping companies with deep 24x7, 365 monitoring of their websites to detect malware and inventory every third-party vendor on their ecosystem. We establish what each vendor is doing and evaluate all data collection activity on your website to assess unauthorized data exfiltration.

Find out best practices in monitoring and what is happening on your website.

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We know digital security.