



PRIVACY



# DATA SHEET

Digital Executive Protection: A Proactive Approach to PII Exposure



# 72%

of U.S. C-suite executives have been targeted by cyberattacks in the **past 18 months\***

## AND YET...

# 99%

have their personal information available on **100+ data broker websites\***

Today, everyone is just one online search query away from a potential existential threat. And executives face targeted attacks that extend beyond physical harm. Cyberstalking, online harassment, and the spread of misinformation all pose significant risks to their safety and their company's reputation. While the motives for targeted attacks vary, living in a digital economy, the need for proactive executive protection has never been more urgent. That's where **Digital Executive Protection by 360 Privacy** comes in.

## // WHO IS 360 PRIVACY

Our team of experts hails from the United States Special Ops, the Intelligence, and the cybersecurity communities, 360 Privacy protects the digital identity, reputation, and security of high-profile executives, athletes, and high-net-worth families and their assets. By removing personally identifiable information (PII) from data broker websites on the open web, and conducting real-time monitoring of the dark web, 360 Privacy reduces the digital footprint and the attack surface. With a proven track record of protection, 360 Privacy proudly serves hundreds of organizations, including over 30 of the Fortune 100. Powered by proven human-expertise, 360 Privacy cyber-intelligence professionals are seasoned experts providing rapid incident response and proactive remediation services.

## // WHAT WE DO

360 Privacy handles all the complexities of PII removal and monitoring, so our clients don't have to.



# 1

**Enhanced Risk Mitigation:** Digital Executive Protection by 360 Privacy proactively identifies and mitigates online threats before they escalate into real-world harm. This includes monitoring hundreds of data broker sites, social media, dark web forums, and other digital channels for any signs of potential threats. Once a client is enrolled, 360 Privacy handles all deletion activities without any further action required delivering always-on protection.



# 2

**Protection of Sensitive Information:** Executives today handle vast amounts of sensitive data, making them prime targets for cyberattacks. The 360 Privacy Platform protects sensitive information by monitoring for leaks and exposed passwords, and notifies customers quickly. The solution also covers the cross-over risks associated with work and personal device usage. Unlike other products, with 360 Privacy, all remediation and mitigation activities are conducted by full-time, in-house analysts, and never outsourced; thus ensuring maximum privacy and security.

## // WHAT WE DO



# 3

**Reputation Management:** In the age of social media, a single negative post or comment can go viral and quickly damage reputations. 360 Privacy monitors online digital footprints and helps mitigate misinformation or negative sentiment quickly, and effectively. The easy-to-read 360 Privacy Dashboard provides a clear overview to manage all enrolled individuals and track PII deletions in real-time.



# 4

**Continuous Monitoring and Response:** Digital Executive Protection services by 360 Privacy provide round-the-clock monitoring and response, ensuring that potential threats are identified and addressed immediately, regardless of time and location. And protection begins within 24 hours of enrollment.



# 5

**Return on Investment:** Compared to traditional PII removal solutions, 360 Privacy provides more in-depth analysis and mitigation with daily scans and the removal of "right data." Unlike other providers, 360 Privacy relies on a team of experts from Special Operation Forces, the Intelligence Community, and technology specialists, uniquely positioned to understand and address the complex privacy challenges faced by high-profile individuals.

"We used a PII service before engaging 360 Privacy, and still they were able to identify and remove more than 150 existing data broker profiles."

*-Sr. Director, Global Security at Electronic Gaming and Multimedia*

## // CONCLUSION

The 360 Privacy Platform provides proactive protection for executives and high net worth individuals who require world class, reliable safeguarding of their assets, reputations and identities. Digital protection and physical security are not enough. Automated PII removal is not enough. You need 360 protection. You need 360 Privacy.

### Hassle-Free Enrollment:

Enroll with your preferred method:

- Email
- Secure Portal
- 1:1 Phone Call

### Easy to Get Started:

- Need only seven pieces of readily available information.  
*Ex: Name, Email etc.*
- No official documents or Power of Attorney required.

### Continuous Protection of Digital Identity:

- Hundreds of Data Broker Sites
- Google Search, Social Media, and Dark web
- Daily scan, Mitigation and reporting

## Feature

### Core PII Removal

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### Doxing Protection

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### PII Discovery & Notification

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### Social Media Platform Interface

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### Real Estate Obfuscation

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### Customizable Security Notifications

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### Dark Web Risk Assessment

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### Cyber Mitigation Team Access

## 360 Privacy Solution

Daily scan and removal of Personally Identifiable Information (PII) from hundreds of open-source data broker sites and associated Google search results.

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Continuous monitoring and scanning for client PII on: Social Media Platforms (Reddit, 4chan, X, Instagram, etc.), Deep Web, and Dark Web.

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Custom Notification Process: If PII is discovered, clients are notified of: Where it was posted, How it got there, and Ways to mitigate further risk.

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360 Privacy will directly interface with social media platforms to ensure posts violating terms and conditions are removed.

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360 Privacy can provide real estate obfuscation actions to remove photos on platforms like (Redfin, Zillow, etc.) and blur physical locations from Google Street View.

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Customizable notification process to a security team or directly to the client if PII or doxing is discovered.

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Full Dark Web Risk Assessment: Individual report detailing all historic PII on the dark web exposures, when it was exposed, and how to devalue it.

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Access to our cyber mitigation team for assessment or assistance with specific issues.