Email Security for
Retail

Trustifi

The retail industry is under attack from every direction as brick and mortar stores slowly become a relic of the past. In the United States alone last year, **9,300 retail locations closed their doors**. Unfortunately, retailers not only have to worry about tech giants like Amazon, they also have worry about the most common form of work communication, email.

An email breach can lead customers to believe that their reatiler's business and brand is untrustworthy. This can further hurt brick and mortar locations as customers will be happy to take their business online. Retailers have to do better to secure their email services if they want to continue to operate in the 21st century.

Retailers constantly obtain valuable customer information, such as credit card numbers. If a hacker is able to break into a retailer's database, they will be able to easily extract millions of credit card numbers from customers who have shopped there in the past.

Target was the victim of one of the biggest phishing schemes the retail industry has ever witnessed. During the late 2013 holiday season, hackers were able to gain access to Target's database through a phishing email sent to a third-party HVAC contractor. The phishing email was incredibly deceptive. The email account had the name 'Target International,' the subject line was an active project of the recipient, and even used his supervisor's name.

That is terrifying for even the most well-educated employees. The hackers were then able to get into Target's POS system and extract data for about two weeks. The information for more than 110 million credit cards was stolen, and the reported financial cost for Target was more than $1 billion.

Even if the store is a small thrift shop or mom and pop clothing store, a business is not safe from hackers. In that case, the owner is even more vulnerable than a massive retailer because they most likely do not have dedicated IT staff and may be unaware of phishing schemes entirely.

Don't Be the Next Target

Your company's business relies heavily on its reputation in order to succeed. Retailers have invested in cybersecurity protocols and systems, however this is driving cybercriminals to become innovative. Hackers are using Google Drive, which is believed to be safe by most people, to fool employees into clicking on attachments. Employees may not even have to download anything before it is too late and they have already been compromised.

How can retailers hope to stop hackers from exploiting their weaknesses?

Trustifi's AI phishing detection system helps prevent employees from sending sensitive information to malicious parties, by identifying and labeling bad actors. The first level of protection is a rating system that scans incoming emails and helps users identify if the party they are corresponding with is trustworthy. After an email is scanned, Trustifi will label it with a safety ranking which ranges from 'Authenticated', where the party is actually who they are, to 'Impersonation Attack,' where the party is pretending to be someone they are not.

The second form of security is an inbound protection system that works behind the scenes to detect and mitigate any potential attack. Administrators can create rules to guide the system how to handle every type of threat. These rules can be tailored to fit your organization's needs. Once the rules are set, potentially malicious emails that would normally end up in a user's inbox will be redirected into a quarantined area. Both of these measures will help employees identify and avoid potential phishing schemes.

One of the biggest issues that IT departments face, besides phishing, is getting employees to encrypt sensitive emails. Ensuring that your emails are encrypted is also another important factor to consider when choosing a retail email security solution.

An Email Security Solution That's User-Friendly

Trustifi makes protecting customer information as easy as can be. Employees can easily encrypt emails and attachments with the click of a button. Even if they forget to encrypt an email, Trustif's system has you covered. Trustif's powerful AI technology will scan every outgoing email and look for potentially sensitive information in the email's body and attachments. Administrators can create rules to decide what types of information to look for and what to do with the email if it is found.

Once the system finds sensitive information, it will automatically encrypt and secure the email without any input from the user. This method will ensure that your emails and attachments are protected from outside interference before they reach the intended party. Artificial intelligence takes the error away from the user.

Not only will Trustifi's AI system automatically encrypt emails, but the system will also send administrators a notification when an email is automatically encrypted. Your company will be able to easily measure how effective Trustifi is in improving your email security. Trustifi also uses a multi-factor authentication system to ensure that only the intended recipient opens your email. Your customer's credit card information will be safe and secure when you use Trustifi's secure email platform.

Trustifi

Multi layered 360° Protection

256-Bit AES Encryption
NSA grade protection over your data and files

Extra Security Features
- One time access to files/emails
- Block access to print files
- Delete or edit messages after they have been sent

Inbound Protection
Stay protected from malicious links and files, viruses, phishing and spoofing attacks, ransomware attacks and even Spam.

Multi-Factor Authentication
on the recipient- You can choose to lock an email by adding a pin or a question that can only be unlocked by the intended recipient for an extra layer of protection

No Log-in Portal or Account Necessary
one click authenticate and decrypt allows your recipients to open your emails and also reply encrypted without ever having to sign up or login to anything

Contact Trustifi today to learn more about our comprehensive email security solution. We can help your retail organization stay protected from cyber threats and keep your data safe.

www.trustifi.com
1-844-235-0084
info@trustificorp.com