

A woman with blonde hair, wearing sunglasses and a light-colored blazer, is sitting in the driver's seat of a car. She is holding a white smartphone to her ear with her right hand and adjusting her sunglasses with her left hand. The car's interior is visible, including the steering wheel and dashboard. A digital overlay of a network or data structure is visible in the foreground, partially obscuring the lower part of the image.

BLACKCLOAK™

# CONCIERGE CYBERSECURITY™

for Corporate Executives

[www.blackcloak.io](http://www.blackcloak.io)



# EXECUTIVE PERSONAL PROTECTION IS **THE MAJOR GAP** IN CYBERSECURITY

Protect Your  
Organization.  
Everywhere.

Your company may protect work devices while in the office, but that protection doesn't extend to the home. In recent years, cybercriminals have turned their focus to hacking **Corporate Executives in their Personal Lives** due to financial and reputational status, and their connection to digital devices.

At BlackCloak™, we serve as your cybersecurity partner working to protect executives and their families from cyber risks. Using proprietary methodologies, enterprise-grade tools, and expertise gained from our experience in law enforcement, intelligence, and commercial cybersecurity, we help you protect your company by protecting the people behind it.

# Cybercrime Beyond The Office

**Targeting executives** to target the company has already been happening

**3 in 4**

Improper  
Privacy Settings

Privacy and security settings on devices are leaking information

**2 in 5**

Compromised  
Devices

Devices have malware or their home has open cameras or IT networks

**7 in 10**

Passwords  
on Dark Web

Passwords are freely available on the Dark Web

**9 in 10**

Mobile & Tablets  
Not Secure

Cell phones and tablets lack security software

According to the recent  
**Verizon Data Breach Investigation** report:

**71%**

71% of C-suite cyber attacks were financially motivated

**12%**

C-suite executives were 12x more likely to be targeted in cyber attacks



## Damage From Cyber Attacks

Each day, we see the negative impact cybercrime has on executives. We see private cameras broadcasting to the Internet, wide open networks and every single document on the connected devices, exposed passwords on the Dark Web. We see executives using family devices with no protections and family members falling victim to phishing scams.



39%

Prior to onboarding, 39% of new BlackCloak customers had been compromised without their knowledge

## The Problem

Your company protects executives within the metaphorical walls of the workplace. From security protocols to email monitoring to on-demand expertise, you take steps to ensure private data stays exactly that. But the home is a different story. BYOD policies can't be applied to computers and IoT shared by spouses and children. You can't enforce security policies within a household. As a result, hackers use executives and their families as a path to critical company data.

### The list of weak points at home are endless:

- Executives using family devices with no protections
- Personal information freely available for social engineering
- Networks wide open
- IoT devices and Cameras on the Internet
- Personal email & social media without dual-factor authentication
- BotNets on home networks
- Phishing clicks by the family

You can't solve it alone.

# Protect Your **Executives**, Protect Your **Company**™

We deliver a holistic program built on a comprehensive platform that enables you to Protect Your Company by Protecting Your Executives™ in four critical aspects of cybersecurity and privacy.



## Protect Their **Privacy**

We remove sensitive personal information from Internet Data Brokers, perform dark web searches for exposed personal credentials, and implement privacy settings to protect against data leakage and identity theft.



## Protect Their **Home**

We perform penetration testing and regular scans of your home networks to detect compromised networks, weak cybersecurity, BotNets and other security issues, and to prevent decisions children and family make online from resulting in a compromise.



## Protect Their **Devices**

We monitor and secure personal devices, including cell phones, tablets and computers, using BlackCloak's proprietary technology and the same enterprise-grade tools to secure corporate networks and devices.



## Protect Their **Peace of Mind**

With BlackCloak as your trusted partner, you'll protect what matters most and have control over managing executive cybersecurity and privacy risk – and your team's personal cybersecurity advisor will always be just a call, tap, or text away.

# RISK-BASED SERVICE PLANS

We work with your team to provide protection based on the level of your unique risk and what we're seeing within your industry.

## Examples of Services

## Who Should Be Covered

### Essential Cybersecurity & Privacy

- ▶ Concierge Assistance
- ▶ Advanced Device Protection & Monitoring
- ▶ Home Network Scan
- ▶ Deep/Dark Web Scan

### All industries with personal information or money at risk.

- ▶ Executive Assistants
- ▶ Operational Roles with High-Level of Access and Control

### Enhanced Privacy

- ▶ Personal Information Removal from Internet Data Brokers
- ▶ Privacy Choice Hardening on Devices
- ▶ Identity Theft Protection & Monitoring
- ▶ List Management Assistance

### All Industries but especially ones in the public eye like Media, Sports Teams, etc.

- ▶ Public-Facing Senior Leadership
- ▶ Talent (Media Companies)

### Enhanced Cybersecurity

- ▶ Deception
- ▶ Continuous Scans
- ▶ Lost Device Recovery Assistance
- ▶ Encrypted Password Safe Training
- ▶ Dual-Factor Authentication Assistance
- ▶ BotNet Scanning of Homes

### Industries with Intellectual Property at risk like Pharma and Tech. Also, the Financial industry.

- ▶ C-Suite
- ▶ Board Members
- ▶ Key Personnel (e.g. Intellectual Property Project Leaders, Deputy to CFO, etc.)

## MODELED AFTER CONCIERGE HEALTHCARE

- Key personnel with unique needs driven by their role in company
- Similar to executive physicals – delivered in a way that meets their needs and keeps them healthy for the company
- The company has SLAs met, but the “patient” maintains their privacy and control



# OUR TEAM

Privacy is in our DNA. Our experts come from intelligence agencies, banking and finance, aerospace and defense, hospitality, legal and compliance, as well as cybersecurity and anti-fraud companies. Some of our experts even hold Top Secret/SCI security clearances. Our CEO was the Chief Privacy Officer for a major global bank. We know cyber because that is all we do.



## ABOUT THE FOUNDER, DR. CHRIS PIERSON

Dr. Chris Pierson founded BlackCloak after more than 20 years of experience across cybersecurity and privacy. His unique insights as a former CISO for FinTech companies, Chief Privacy Officer, and General Counsel make him uniquely qualified to shape the future of executive personal cybersecurity and privacy while still serving the needs of the company:

- More than 10 years as CISO for various FinTech companies
- Former Chief Privacy Officer for The Royal Bank of Scotland's U.S. Operations
- Special Government Employee serving on the DHS Privacy Committee and DHS Cyber Subcommittee for 10 years
- Distinguished Fellow of Ponemon Institute
- Former President of the Federal Bureau of Investigation's Arizona InfraGard

## IN THE MEDIA

The New York Times

FT FINANCIAL  
TIMES

The Washington Post

Forbes

Bloomberg  
NEWS

VentureBeat

the cyberwire

DARKReading

SECUREWORLD

CSO  
FROM IDG

## AWARDS



2021 FINALIST  
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