

PIVOT SECURITY

AI Driven Realtime Cybersecurity (SaaS)

Overview - 9 May 2018



Pivot Security

Introduction



Pivot Security

Why is Cyber Security important for all Business:

It is almost impossible to imagine business being conducted today in the absence of the ever present internet. From sales & marketing, team development, to customer support, our mobiles keep us in contact with our workforce and our customers, on the go. It's now almost fifty years since the tentative beginnings of the internet and its creators could scarcely imagine that its users would one day turn on one another. So much so that security was not even a feature of the original design.

Today, mobile phones and tablets are the most vulnerable devices, with their "always on" nature making them the weak link in a businesses security strategy.

A few sobering facts:

- Year on year increase in mobile attacks is currently 40%.
- The estimated global cost of cyber attacks annually is €300 billion.
- 43 percent of cyber attacks target small business.
- 64% of companies have experienced web-based attacks.
- 62% experienced phishing & social engineering attacks.
- 59% of companies experienced malicious code and botnets and
- 51% experienced denial of service attacks.

Why is Pivot Security different?

The current standard method of cyber defence includes fire-walls, and scanning for malware files after they have entered your network. Larger companies employ teams to monitor their networks to identify unusual activity. Security companies set up black lists of known malware sites after many companies and individuals have been hit, in an attempt to curtail the spread of malware.

Pivot Security is your defence against the dark side of the web. Developed by our team who are leaders in the application of Artificial Intelligence (AI) to cybersecurity. AI mimics the brain's ability to learn. Just as a human brain can intuit and predict outcomes having obtained sufficient experience in a given field, so too our AI brings a completely new approach to cybersecurity that is proactive and predictive for websites & devices.



Pivot Security vs Humans

What Pivot Security can do for your business:

Pivot Security (SaaS) provides the most comprehensive defence of your data privacy and security on-line, by identifying malware threats in **realtime**. It can protect your mobile devices and your websites, ie those areas of your business that are increasingly more vulnerable to cyber attack. It is suitable for any desktop or mobile device, including smart phones and tablets irrespective of operating system.

Main Features of Pivot Security include:

- Intelligent, realtime cyberspace protection for your security and privacy
- Blocks malware, spyware, tracking before it gets on your devices
- If you click the wrong link Pivot Security will still protect you
- Blocks ads seamlessly
- Works on any device
- Realtime additional protection for your website
- Simple to install

Pivot Security & GDPR:

The 25th May 2018 will see the introduction of General Data Protection Regulation which entails sweeping legal changes about the collection and retention of personal data, with the aim of restoring privacy to all EU citizens. Its effectiveness and its implications remain to be seen.

Currently the free exchange of data, mostly without consent, is the basis of the web as we know it, from targeted advertising, and user tracking to political firms like Cambridge Analytica who use it to target and influence particular subgroups. The GDPR is an initial attempt to stem the tide of privacy invasion, which has been an unforeseen consequence of the internet as we know it. Where it will lead is anyone's guess.

While most EU firms rush to comply with the issue of consent in relation to their clients personal data, many neglect the requirement to protect from data breaches. Mobile

devices are most vulnerable from cyber attacks which are on the rise. Pivot Security provides an extra layer of protection where business is most vulnerable i.e. online when staff are using mobile devices. Remember “it only takes ‘one click’ to open the wrong link” but with Pivot Security you get a second chance as a warning message displays advising you not to proceed.

