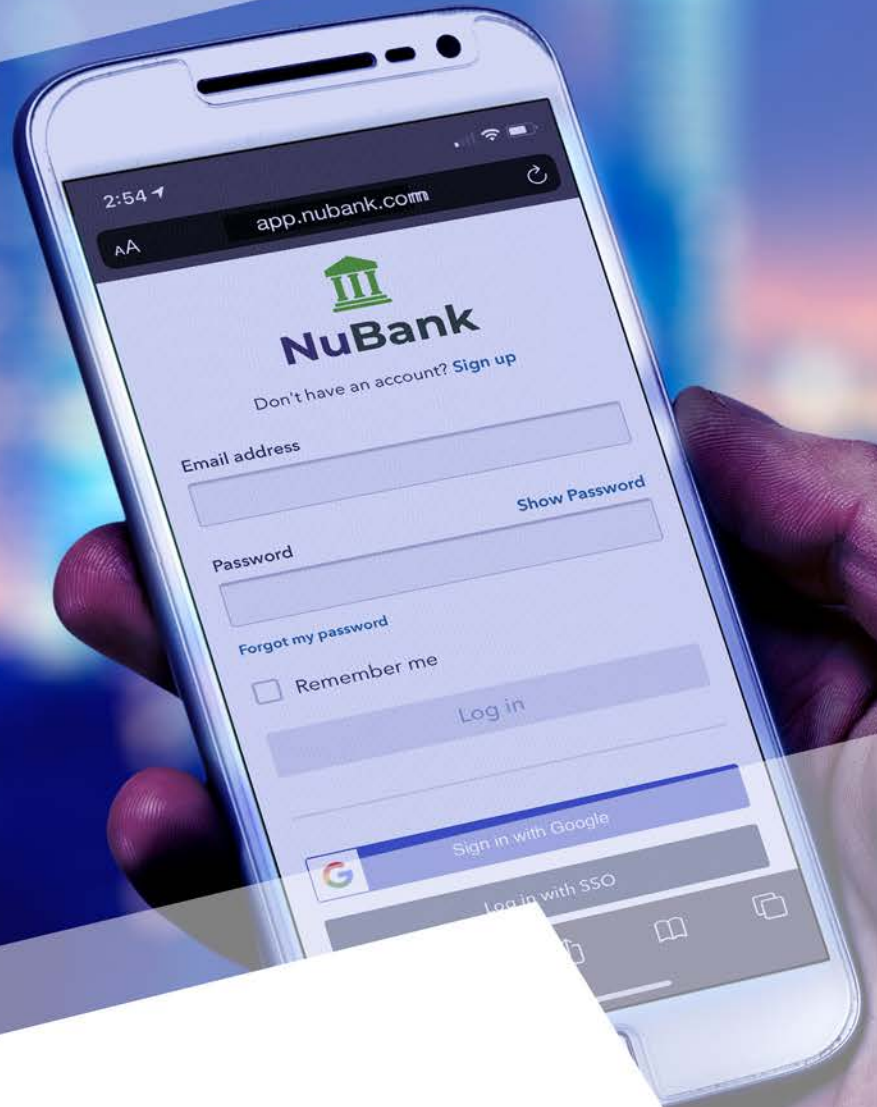




**ALLURE**  
SECURITY



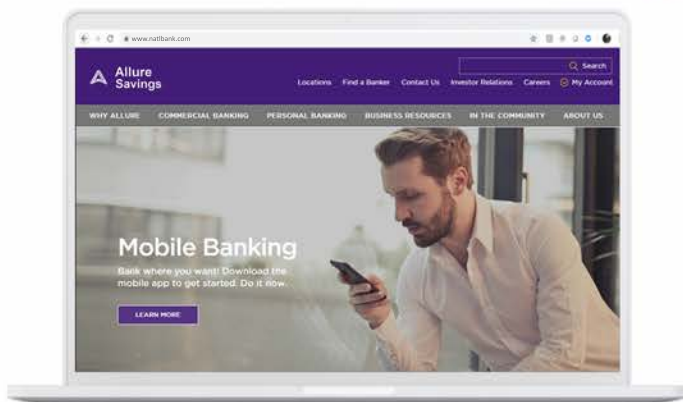
## Allure Security for website spoofing

Protect your brand and your customers with risk detection and response.

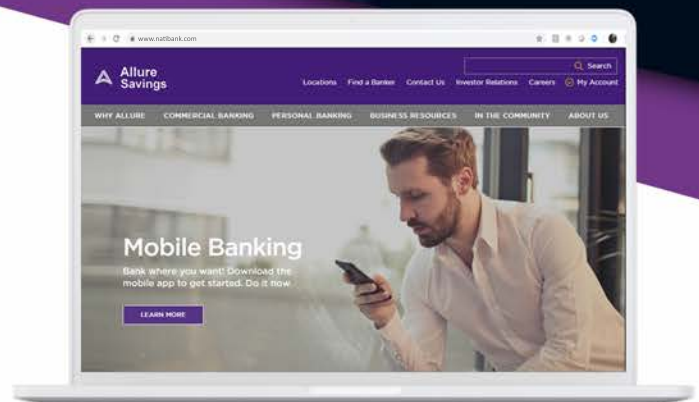
# Detection and Response

Phishing schemes are no longer just about emails. Cybercriminals are constantly launching more sophisticated phishing attacks in the form of spoofed sites, landing pages, social sites, etc. These attacks damage your brand and reduce revenue, and they are costly and time consuming for your overworked security staff to address.

And cybercriminals are taking more sophisticated measures to fool your customers. For example, they are increasingly using HTTPS encryption. Users may check the URL of the website they are visiting, to ensure that it has the HTTPS marker. However, a secure website does not equal a safe one. Nearly 50% of phishing sites now use encryption, making them seem safe to the user.



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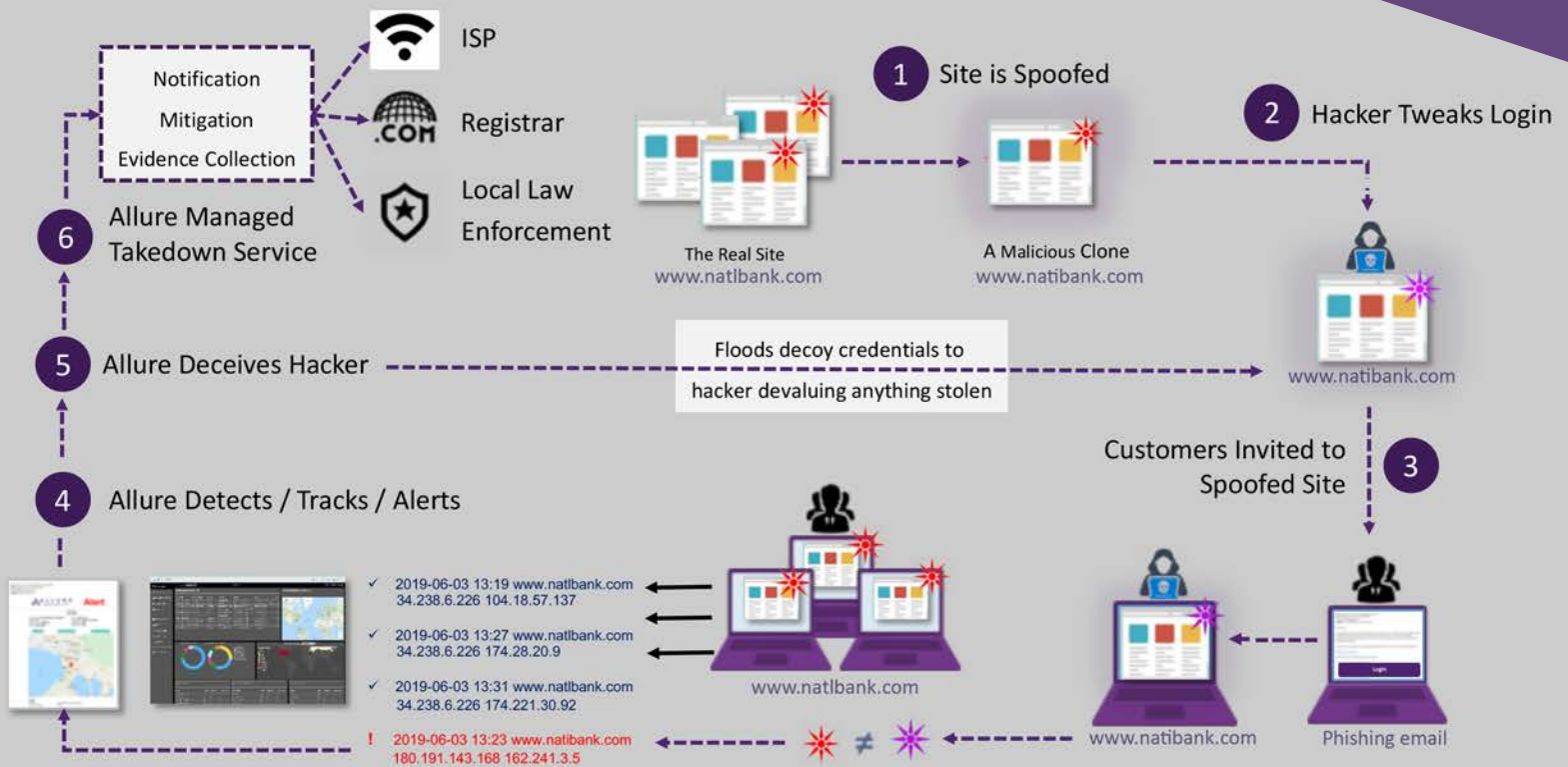


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## Which website would you log into?

At a glance anyone could be fooled. Options for detecting when a website has been spoofed have largely relied on monitoring domain registrations and manual web searches. These approaches are subject to long delays in detection, and they are susceptible to human error. The corporate victim has no idea how many customers were impacted, how long the spoofed site was active, or who the cybercriminals are.

# Patented Approach



Until now, companies have focused on solutions solely for their employees—email filtering, employee training, DNS monitoring, and website proxy systems. None of these protect customers from phishing. Allure’s approach is to **detect** access to the spoofed site in real time; provide **intel** to quantify customer and brand impact; and inform **response** and automate take down of malicious sites.

Allure’s patented decoy technology deceives the hacker and spreads false data to **devalue** anything the cybercriminals think they’ve stolen.





# ALLURE SECURITY

Founded in 2009 by Columbia University Professor and cybersecurity researcher Salvatore Stolfo, PhD, Allure Security's mission is to improve early detection of web spoofing as part of an orchestrated phishing attack. Using its patented, award-winning beacon technology, Allure Security's SaaS platform empowers enterprise security teams to detect and fight back against web spoofing in real time. Organizations can proactively protect customer data and preserve brand reputation using a modern, easy-to-deploy solution. Allure Security is a Glasswing Ventures portfolio company. For more information, visit [www.alluresecurity.com](http://www.alluresecurity.com).

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