

CONNECTING

Customer Experience + Security

Understanding the rising risk of your digital supply chain

Online shoppers want a dynamic online experience that establishes a connection with your brand. However, while your digital supply chain is critical to providing this online experience, the same supply chain also puts your consumers at risk.

5 Things to Know and 5 Things to Ask about the state of eCommerce Security Today

More content, more problems

Online customers demand an increasingly dynamic experience that has retailers relying on an ever-expanding digital supply chain, including:

- Rich content
- Multi-media
- Reviews
- Social Connection
- Chat
- Personalization software

**Source: Defense 2022 State of Industry Report*

There are an average of



third and fourth-party scripts on any given website*



78%

of consumers think twice about doing business with a retailer after a breach.

Safety + Security = Trust

While customers want an engaging experience, they also expect a secure and private one – which is critical for them to build trust with your brand.

**Source: How consumers feel about retail data breaches - Help Net Security*

A BREAK in the supply chain

Digital skimming is the new attack vector and data privacy violations are increasing daily.

[75%] of VISA breach investigations involve digital skimming and third-party integrations on websites.*

In light of this, there are an increasing number of data privacy requirements and fines, and PCI DSS calls for digital skimming protections.

**Source: Biannual Threats Report (visa.com)*

Up to **80%** of modern website coding isn't coded and controlled by the retailers themselves.

What you don't know can hurt you

Since you have no visibility into your partners' code, you can't control what data they have access to and can't control what they can do.

**Source: Defense Proprietary Research (*discuss)*

You aren't alone

The industry is just now waking up, but are you more at risk than most?

**Source: Defense State of Industry Report*

93% of the world's websites rely on third, fourth (and even to the nth) parties.

Five Questions to Ask About Your eCommerce security

How do you compare to the industry average?

- How many third parties are on our site?
- How many outside partners do they rely on?
- How do we verify that these partners haven't been breached?
- How do we monitor for digital skimming activity?
- Do we have the tools needed to protect the digital supply chain?

The [Good] News

We can help you quickly answer these questions and mitigate any problems – preserving the customer experience and eliminating data leakage to protect the customer journey. At Source Defense, we are experts in helping retailers prevent digital skimming, Magecart, formjacking, risky Javascript libraries, and open-source risks.

Get more visibility with Source Defense's quick, incredibly cost-effective, and easy solution.

Engage Source Defense today

