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

15

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)

Acting now can save you from disaster

Digital skimming and data breach attacks are typically ongoing and can have long-lasting impact on your customers.

Some of the most high-profile digital skimming attacks can go unnoticed from

6 months to 2 years

*Source: See Tickets Breach Sheds Light on the Blind Side of Web Security - Source Defense

"Is your code secure?" isn't a question your partners can answer

With up to 4,300 changes happening to partner codes every year, verifying that all this code is secure is impossible.

You need control and oversight

PCI DSS is requiring companies to have a security solutions in two years, yet waiting to do that could cost you everything.

Solving this complex problem is actually easy

Source Defense has a hassle-free and hands-off solution. Implementation can be just two weeks and less than a penny.

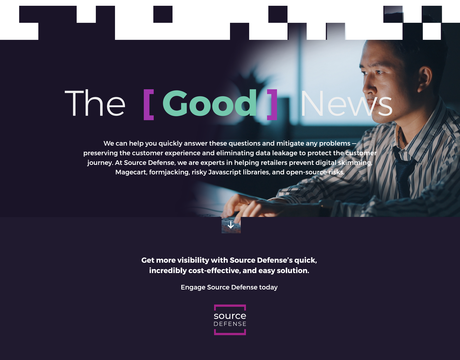
93%

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

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



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