

Aviva's Online Risk & Reputation Service - for Cyber Insurance Policyholders



Barbara owns a small art store. She uses her own website to sell her products digitally and promotes her products on her business social media pages.

She starts to receive multiple bad reviews and complaints via her Business Social Media pages with buyers claiming the product received was of poor quality or that the product never arrived at all. One of the comments includes the link to the website used warning people to not buy her products.

Barbara notices the link isn't to her website but an impersonator using the business's brand for authenticity and selling counterfeit products.

She immediately contacts our 24/7 Incident Response Helpline where our specialist team at RiskEye act straight away.

As the business has trademarks, any infringements are reported and removed. RiskEye contact the platform hosting the fake website to request the impersonator to cease and desist. The platform do not comply and push responsibility onto the impersonator. Our specialists engage with legal partners to compile a letter of notice to the impersonator. After receipt of the legal petition, the impersonators take down the site.

RiskEye's specialists help Barbara release a statement online following the incident and apply further social media security measures that weren't previously in place. Meanwhile, RiskEye devise a PR campaign to restore the potential customer loss of trust in Barbara's products.

Time Saved:

Dealing with negative reviews can be a time-consuming and difficult task, and not everyone has enough free time and knowledge to do it. The professional help from RiskEye not only saved Barbara valuable time but helped prevent potential loss of current and future customers too.



Brandon runs a local joinery business. He relies on his Social Media page to promote his work and word of mouth to drive business.

He starts to see an influx of comments on his Facebook Page along with posts in his local Facebook Group claiming poor service and workmanship from his business and recommending a local competitor instead.

Brandon notices these comments and posts are being created by employees or friends and family of this local competitor and not by legitimate clients.

Rather than replying to all the fake reviews, he calls our 24/7 Incident Response Helpline where our specialist team take immediate action.

Our specialists take the necessary steps required to get the fake content reported and removed. Working with Brandon, a campaign to counter the malice was devised by completing a 'positive campaign' to highlight the true nature of his workmanship and his satisfied clients. This was done via multiple channels like his local radio and his business socials, coordinated by our specialists.

Time Saved:

By contacting our Incident Response Helpline, RiskEye was able to minimise any potential impact against his growing client base and restore his reputation. This meant that Brandon could continue to complete his contracted job saving him from losing business and prospective clients.

You can find out more about RiskEye by visiting the Specialist Partners page on Aviva's Risk Management Solutions website

Partnering with

The scenarios referenced in this document are fictitious examples based on Aviva and RiskEye's claims experiences, and the resolutions stated are not definitive but one feasible response to the issue described.

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PCCAM6094 02.2024 © Aviva

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