Online reputation security services through our Specialist Partner RiskEye

Sarah Holland: So we've been working now for about the last seven or eight years with Aviva and looking at ways that we can give really comprehensive care to Aviva customers in the online space and online security.

Our full comprehensive offering looks at providing three core pillars to that service, which is prevention, protection and fixing the problem. And when I'm talking about prevention, I'm talking about upfront thinking about what does that online profile look like for a customer. And I'm going to do some benchmarking. I'm going to get a digital health score to understand what are the things that they are doing that aren't potentially helping them? And where are the vulnerabilities? Where are the points that they need to protect, to think about their security going forward? And so we do a big risk overview and a risk report to understand that. Then, when we've onboarded the customer who brought them in, we're starting to provide 24 7 protection.

And what that means is looking at all of the online platforms and any other public areas online that we can then start to gather and collect information and conversations about those customers. And by doing that, we then start to isolate out the risk. So we gather a plethora of information that gives them lots of insights into their social media presence generally. But we also provide an understanding about priority and risk. So where are the issues? Why are they issues? Who are the agitators in those issues? What behaviour is driving that and who are the main people involved in that? And then when we've done that, we're providing them with a 24 7 alert; an alarm system. So something is found. Something is a problem. We want them to know about it. And we will gauge that either through a text message or an email, depending on the severity or the priority of that problem.

And then at the back end of that, we are there to assist with whatever that problem is. How can we help them? Is it just a question of advocating on their behalf with the platform to try and remove something that is either defaming or false or misinformation? Or is it providing them with strategies and techniques that allow them to move away from that problem and to start giving back control to their voice online and their presence online so that they're not being dictated to by this negative information that isn't necessarily true or about them.

So they're the three ways that we do that, and we've worked with Aviva really, to give that that comprehensive product to customers, whether it be a small, medium or large customer but giving them total oversight and control of their online presence, and then the expert at the back there to help them with anything should it go wrong or be a problem.

** END OF VIDEO **