



Secure Best Practices for Your Digital Assets



Digital asset vendor management

You have a FULL accounting of all your domains, domain name systems (DNS), and secure sockets layer (SSL) providers.

All your digital asset providers deliver enterprise-level support 24/7/365.

All your digital asset providers have invested heavily in protecting their systems, e.g., ISO 27001 accredited data centers, SOC 2® compliant, third-party penetration, vulnerability testing, and security tests, including SQL injection and XSS, etc.

All your digital asset providers have invested heavily in training their staff, e.g., security training, phishing awareness, including regular phishing email testing, two-factor authentication for outside network (remote) access, etc.

All your digital asset providers have invested heavily in protecting their customers, e.g., IP validation, two-factor authentication, authorized contact policy, always in writing and never via phone (orders/requests), and federated identity, etc.

None of your providers have a track record of succumbing to phishing, social engineering, DNS hijacking, or distributed denial of service (DDoS) attacks.

All your digital asset providers primarily utilize their own accreditations rather than solely relying on third parties, e.g., your domain provider primarily utilizes their own accreditations directly with the registries and your certificate provider is an accredited Certificate Authority in their own right.

Domain management

You have a FULL accounting of your entire domain name portfolio.

You have an auto-renewal policy in place with your providers that is supported by credit on account.

All staff members are trained in, and adhering to, a centralized process for registering new domains.

There are clear guidelines on the WHOIS template and user defined fields that must be provided at point of registration.

You follow a procedure to identify company registrations that fall outside the centralized policy.

You practice cyber hygiene and monitor your DNS zone records for dangling DNS to prevent the threat of subdomain hijacking.



DNS management

You have a FULL accounting of your entire DNS provider portfolio.

You follow a procedure to identify domains not on enterprise-level DNS with a credible 100% uptime guarantee.

All staff members are trained in, and adhering to, placing all new vital domains on enterprise-level DNS.

You have added redundancy of a second global DNS anycast network via one user interface in active-active configuration for business continuity and disaster recovery.

You use additional DDoS mitigation services to protect other servers beyond DNS.

SSL management

You have a FULL accounting of your SSL providers.

All staff members are trained in, and adhering to, a centralized process for purchasing new and replacing old certificates.

You follow a procedure to identify any SSL certificates purchased outside of your centralized policy.

You enforce a digital certificate policy with Certification Authority Authorization (CAA) records on the Certificate Authorities permitted to issue certificates for any given domain name.

Brand and fraud protection

You use email authentication services combined with phishing monitoring and takedown services to minimize the threat from phishing attacks.

You have oversight of confusingly similar domains imitating your brands with daily alerts to monitor for threat vectors outside your firewall.

You use a global digital blocking network to neutralize attacks while taking enforcement actions on brand and cyber attacks.





CSC helps businesses thrive online. We help effectively manage, promote, and secure our clients' valuable brand assets against the threats of the online world.

Leading companies around the world choose us to be their trusted partner, including more than 65% of the Interbrand® 100 Best Global Brands. Leveraging state-of-the-art technology, CSC's Digital Brand Services delivers outstanding outcomes through our unique account management structure. With our expert, dedicated team, you'll have a daily point of contact to ensure your brand has the strength it needs to succeed in the 21st century. We help consolidate and secure, monitor and enforce, then optimize and promote your brands to maximize digital presence, secure digital intellectual property, and reduce costs.



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