

# Use Case: Executive & Employee Protection

Keep out of harm's way by understanding threat levels

## The situation

The threats and challenges of protecting a globalized workforce have increased exponentially in recent years. Executive protection now goes well beyond physical threats to include cyber threats against the entire C-suite and intangible assets, such as brand reputation. More multinational corporations are expanding their interpretation of duty of care beyond CEOs to include employee safety for those who travel, live, and work in high risk regions.

The heightened physical and online risk to personnel requires corporations to get ahead of unfolding threats. These may include digital impersonation, infiltration of devices, and other exploitation of an organization's vulnerabilities. Any of these threats could result in significant monetary loss, intellectual property leaks, compromised security, and damage to an executive's reputation or to an organization's infrastructure and brand.

## Our PAI solution

A comprehensive executive and employee protection strategy addresses multiple security concerns for the principal protectee and their family members, including physical and cyber threats at home, work, and during travel.

**Are there any emerging risks that could negatively affect our executives or employees?**

Babel Street empowers teams with actionable insights to understand security threats directed toward an executive, employee, or organization.

Babel Street's analytics platform offers an AI-enabled cross-lingual, persistent search of thousands of global and regional publicly available information (PAI) sources in 200+ languages to rapidly discover and decipher threats against executives, employees, or organizations. Machine learning algorithms constantly monitor for potential cyber threats across social media, the deep and dark web, public records Information, local and breaking news, and message boards and provides timely alerts. These alerts are automatically translated into your native language and presented in a single pane of glass for analysis and action.

## Business impact

Identifying the early warning signs helps ensure the necessary steps are taken to protect people, assets, and brand reputation.

PAI DATA SOURCES	DATA STREAMS	FILTERS	KNOWLEDGE
<ul style="list-style-type: none"><li>• 50,000+ hyper local &amp; global news sites</li><li>• Billions of blogs</li><li>• 50+ social media/ consumer review sites</li><li>• Dark web</li></ul>	<ul style="list-style-type: none"><li>• Name and variants</li><li>• Addresses</li><li>• Hashtags</li><li>• Accounts</li><li>• Emails</li><li>• Phones</li><li>• Credit card numbers</li><li>• Social security numbers</li></ul>	<ul style="list-style-type: none"><li>• Temporal</li><li>• Keywords</li><li>• Exclusions</li><li>• Intent</li><li>• Geolocation</li><li>• Language</li><li>• Regular expressions</li></ul>	<ul style="list-style-type: none"><li>• Credible threats</li><li>• Sentiment</li><li>• Leaked or stolen personally identifiable information (PII)</li><li>• Conspiracy theories</li><li>• POIs/GOIs</li><li>• Doxing</li><li>• Fraud</li><li>• Misinformation</li><li>• False claims</li></ul>