



Protect

Whether it's a compliance audit or security breach, your firm needs to be prepared for the unexpected. Practifi Protect elevates your firm's cybersecurity.

With data encryption, usage monitoring and field audit history tracking, Practifi Protect provides an additional layer of security to protect you from cyberattacks and better prepare you for SEC or FINRA reviews.

Practifi Protect is available to new and existing Practifi clients. To learn more, get in touch with your Client Success Manager or contact a member of our team today.

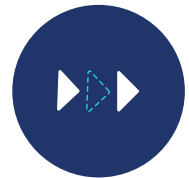


Cyberattacks are on the rise.

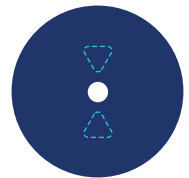
As gatekeepers to the personal data of some of the country's highest net-worth individuals, large wealth management firms are an attractive target for cyberattacks. It wasn't long ago that Capital One suffered a major data breach with hackers gaining access to over 100 million client records, and in 2018 the FBI reported \$2.7 billion had been lost that year due to cybercrimes. But a breach can cause companies and victims to lose more than just data or money; companies can lose their reputation, sense of security and most notably, their customers' loyalty and trust.

Due to the heightened risk it poses to investors, cybersecurity ranks among the SEC and FINRA's top examination priorities for financial advisors. To mitigate these threats, regulators require RIAs and IBDs to 'create a comprehensive strategy that is designed to prevent, detect and respond to cybersecurity threats'.

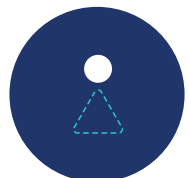
By implementing tactical protection measures within your core data systems, you can enforce governance, strengthen compliance, increase transparency and elevate your firm's whole cybersecurity program.



**Enforce
Governance**



**Strengthen
Compliance**

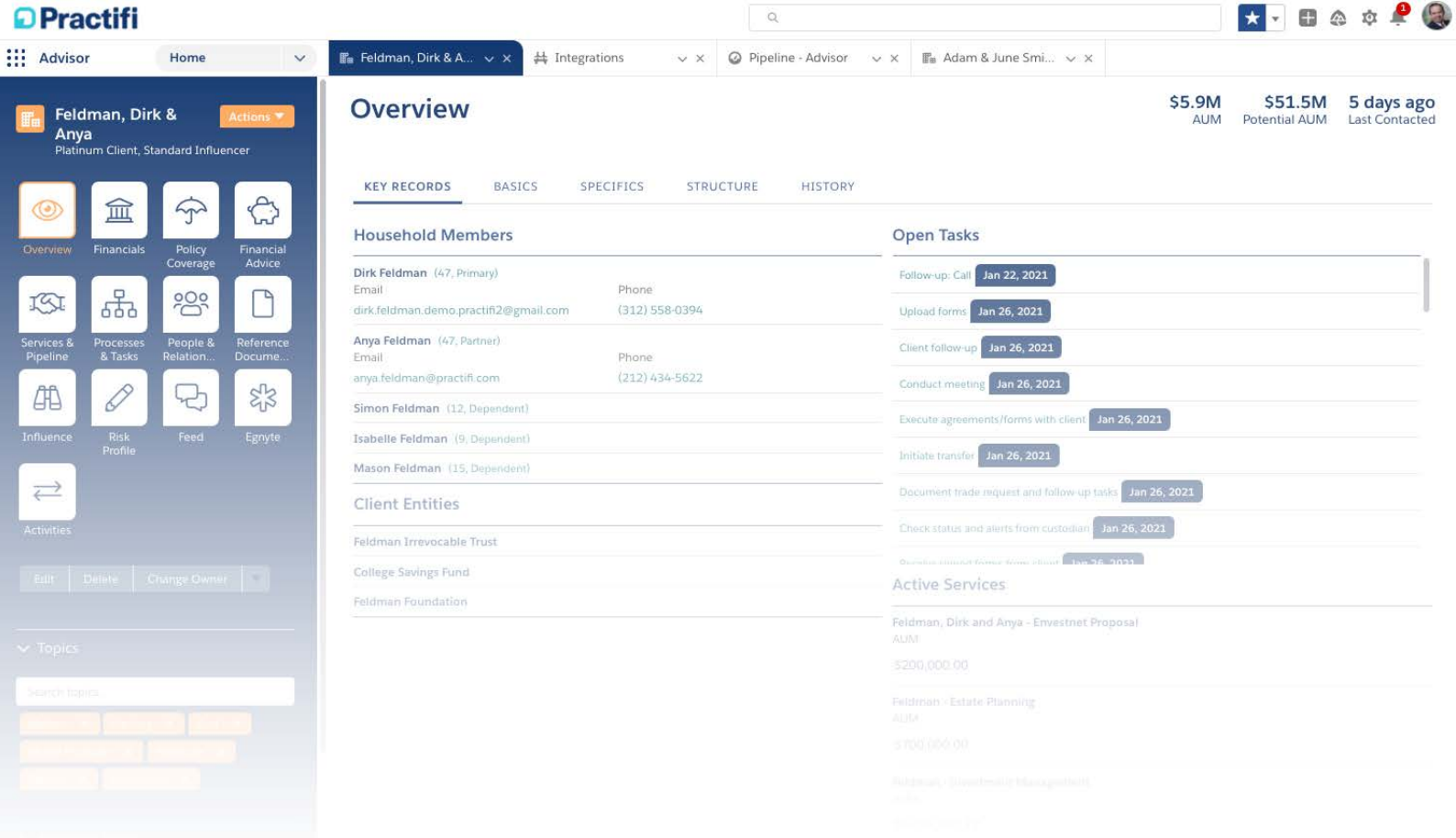


**Increase
Transparency**

"There are two kinds of financial services firms: those who have faced a cyberattack and those that will."

- Top financial services issues of 2018 report, PwC





Elevate your firm's cybersecurity.

While developing a cybersecurity plan is no walk in the park, it's a crucial step in taking a proactive approach to compliance. As a large wealth management firm, your responsibility is to take care of your clients. They're not only trusting you with their financial futures, but they're trusting you with their personal data, too.

Practifi Protect provides an additional layer of security so you can feel secure against cyberattacks and confident when the SEC or FINRA comes knocking. By implementing tactical measures such as data encryption, usage monitoring and audit history tracking, you will better protect your clients and elevate your whole cybersecurity program as a result.

✔ Data Encryption

Natively encrypt sensitive data at rest across all your Practifi apps. This helps you protect proprietary data and meet SEC and FINRA data compliance policies.

✔ Usage Monitoring

Access detailed performance, security, and usage data on all your Practifi apps. Every interaction is tracked via API, so you can visualize data easily in Practifi.

✔ Field Audit History Tracking

Monitor the state of your data from any date, at any time. This helps you create a forensic data-level audit trail, allowing you to see when field data was changed and by who.

Get started today.

Contact your CSM to get started with Practifi Protect today.

www.practifi.com