

**raine**media  
applying the science of marketing

**Information Security**

Today's business world has evolved into an increasingly interconnected environment. Proprietary or confidential information is routinely shared and transmitted to all parts of the globe, and thus exposed to a considerable number of threats and vulnerabilities. To accommodate the way we do business, it is critical to establish security and privacy practices to make certain that this data, whether it is in electronic or printed format, is suitably protected.



Raine Media understands the importance of safeguarding sensitive information. We maintain an internal staff of experienced security professionals who are committed to protecting your data, including customers' information, with a comprehensive system based on security and privacy best practices. Clients can be assured that the information they have entrusted us with is well-protected from unauthorized access and disclosure.



A large portion of Raine Media's security architecture is driven by specific client requests, and includes compliance to global organizational standards and federally-mandated regulatory guidelines. In order to accommodate these requirements, the security and privacy programs that we have designed rely on a balanced relationship between processes, technology, and people.

## ■ PROCESS

**As a service provider to numerous Fortune 500 companies, including organizations in complex industries such as the financial and healthcare sectors, Raine Media is experienced in dealing with regulatory compliance issues and understands how to verify that your information is protected.** Based on client requests to adhere to and enforce best security practices, Raine Media has developed a mature security and privacy program that is in accordance with a number of laws and certifications.

The physical security of our facilities is another key component of our policy. Designated secure areas where confidential data is being printed or electronically stored are fenced off and require special access privileges. Additionally, secure environments are monitored via video camera surveillance to further ensure that private information is handled with the appropriate care.

With a mature business continuity plan in place, customers can be assured that their data will still be retrievable in the event of a system or process failure. Procedures and backup systems are available to make sure that any downtime experienced is minimal. Change control methodology has also been established, so any updates to processes will take place on a specified schedule and in accordance with documented requirements.

Regular internal and third party audits are conducted to uphold the reliability of our security and privacy program. During these third party reviews, an independent auditor from a top security firm will assist Raine Media with determining where additional effective measures can be applied, providing working knowledge of best-in-class products and helping to introduce the solutions into our present environment.



## ■ IN COMPLIANCE WITH...

Laws include, but are not limited to:

- **Health Insurance Portability and Accountability Act (HIPAA), Title II** – establishes standards for the security and confidentiality of healthcare-related data
- **Sarbanes-Oxley Section 404** – requires logical and physical controls to be created to prevent tampering of corporate financial information
- **Gramm-Leach-Bliley Act** – regulates the privacy and protection of customer data maintained by financial institutions
- **Payment Card Industry (PCI)** – establishes standardized security requirements regarding the storing, processing and transmitting of cardholder data
- **California Senate Bill 1386** – requires that anyone conducting business in the state of California and who owns or licenses computerized personal information to disclose any breach of security

## ■ TECHNOLOGY

Designed to protect Raine Media's network and assets, our security infrastructure relies on the establishment of information security concepts and techniques, physical security, and business continuity processes and procedures. When these three elements are working in conjunction with each other, compliance can be achieved without affecting usability.

**Raine Media applies cutting-edge layered security technologies to ensure that access to resources is protected, from both internal and external threats.** For example, remote access employees use VPNs (Virtual Private Networks) as part of a dual-layer process to access their laptops, while mobile system workers use encryption to safeguard data against unauthorized access. All private information or data considered proprietary or confidential by our clients and which is transmitted and stored by Raine Media is encrypted. Unified threat management (UTM) products are also installed to protect the company from viruses, hackers and other internet threats.

## ■ PEOPLE

Certified in CISSP and CISA\*, the Raine Media information security team is dedicated to protecting the company's network and assets, including client information, from being breached. Our staff is also proactively engaged with your security team to ensure that your security and privacy requirements are fully met. This ongoing collaboration with our customers has helped us to stay on top of evolving corporate security needs. Combined with our in-depth knowledge of current federal regulations and best practices within the security arena, the Raine Media security team is prepared to cover your requests.

**Within Raine Media, the handling of sensitive data is assigned on a need-to-know-basis, and authorized personnel are instructed on how to properly handle and dispose of sensitive information.** Prior to being hired, all employees are required to undergo a thorough background check conducted by a leading verification service provider. A comprehensive training program has been designed by our security experts that explains our policies and educates employees on the expectations of our customers. These general training classes and handouts, as well as a curriculum specific to sales, are regularly updated and easily accessible to our workforce.

The Raine Media security and privacy program is supported by our senior management team and Board of Directors. Our executive staff takes responsibility for seeing that your needs are fully understood and met. Additionally, they are actively involved in the development and implementation of security policies and objectives, and in the communication of their importance to all Raine Media employees.

\* Certified Information Systems Security Professional and Certified Information Systems Auditor

## ■ ONGOING INITIATIVES

Because maintaining a best practice security and privacy program requires ongoing improvements, Raine Media is working on several objectives so that our protection continues to be of the highest caliber. Among these are the continuation of security awareness training so that our workforce remains up-to-date on customer requests as well as any new security regulations and protocols. Also, our security and compliance steering committee is involved in assessing existing policy documents, identifying gaps that need to be addressed, and reviewing any new legislation and compliance requirements.

**Our disaster recovery plan (whether these events occur naturally or otherwise) is regularly enhanced to ensure that corporate data is retained and protected, and that it can be recovered.** Additionally, new equipment is installed as needed that facilitates this backup and storage of data. Encryption of confidential information as well as laptops will continue to be a key part of our security program, and users unfamiliar with the process will be trained on its operation. Software and other security tools that detect theft, threats and misuse of data, and assist Raine Media in adhering to security policies and procedures, are updated on an as needed basis.

Raine Media continues to maintain accountability for managing the security of its information and assets through the implementation of multi-factor authentication for remote access, installation of message content filtering and security incident tracking programs, classification of data and projects, and enforcement of user access based on least privilege.

## ■ CONTACT US

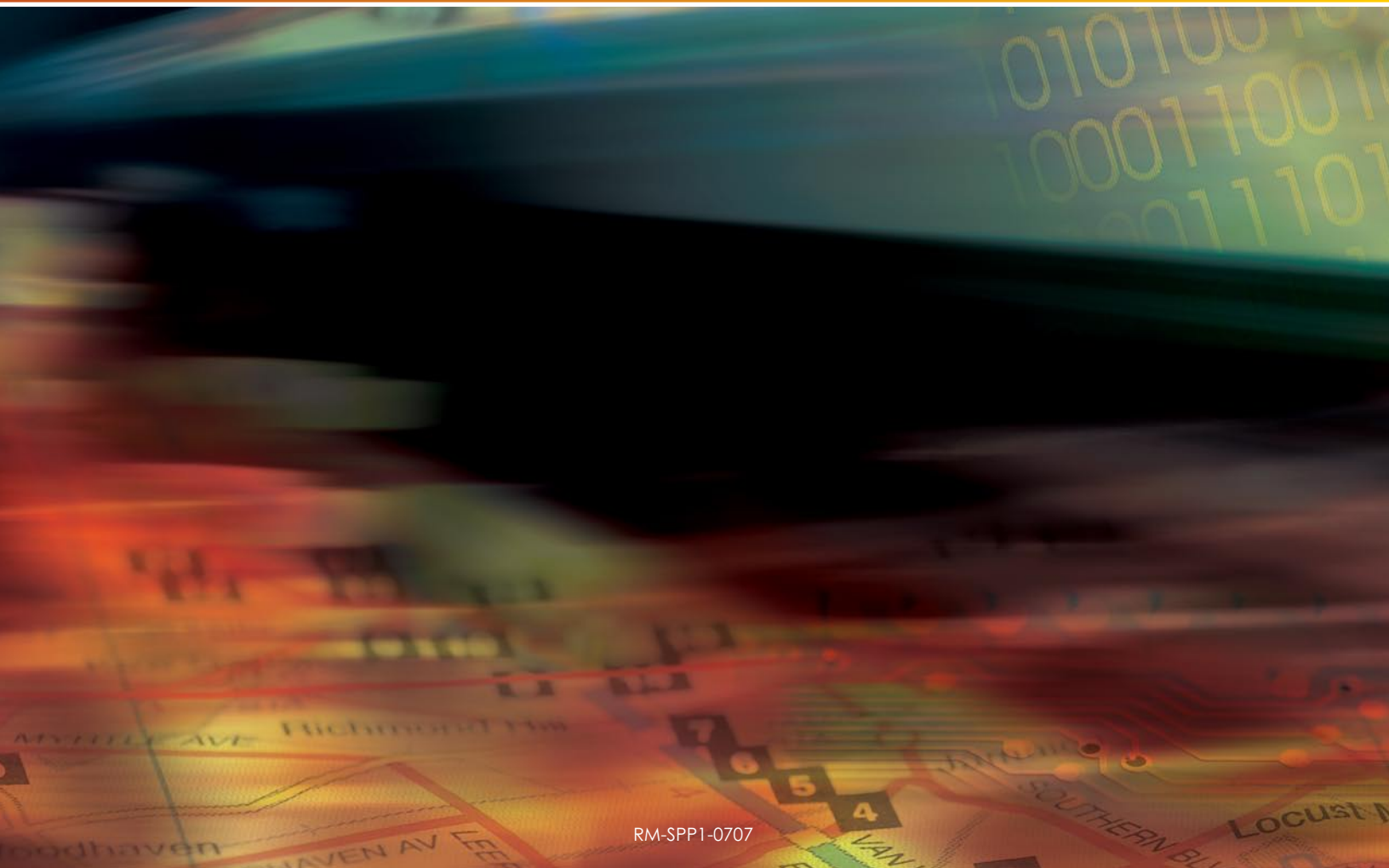
Raine Media's experienced staff of information security professionals is available to partner with your team to make sure our system fully meets your security requirements. For more details on our comprehensive programs, or to request an appointment, please contact your Raine Media representative today.

*“ “ Having successfully implemented over 110 complex security prerequisites as demanded by our clients, our security and privacy program is at the forefront of our industry ” ”*

*“ “ In addition to achieving full compliance with any industry, we can adapt our flexible security and privacy system to meet your specific requirements in as little as 90 days ” ”*



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