

# Cypherdog Encryption

## for Marketing Agencies

Encrypt any file, any text, and share via any medium, any time

### What is data processed in the company's processes?

1. You are storing and exchanging different types of documents and e-mails such as marketing strategy, projects of advertisements, graphics, video and voice content, and promotions for your customers.
2. You are storing and transferring databases of leads and customers
3. You exchange documents with law firms, external accounting offices, auditors, banks, insurance brokers, marketing agencies, and others.
4. You exchange documents and e-mails internally - including your corporate documents, financial statements & agreements.

### Why should you protect yourself and your customer?

1. Avoid corporate espionage from hackers acting on behalf of competitors or independently looking for customers to buy your data. Your customers' data is valuable to your competitors.
2. Avoid data leaks of personal data of leads and customers.
3. Avoid ransomware with double extortion when data from your notebooks, e-mail, and servers gets stolen, and you are blackmailed and forced to pay a ransom. Hackers will demand a ransom for not disclosing stolen data but might do it even after you paid.
4. Avoid invoice (or other documentation) hacking - when your customer paid into the wrong bank account based on a fake invoice.

### What can happen after a cybersecurity incident?

5. You will lose the trust of your customers after a data leak. Marketing activities are the basis of the growth strategy of every company.
6. You might have to pay financial penalties to the regulators (especially GDPR, different Privacy Acts, and others).
7. You can expect civil proceedings against your business to follow a data leak.
8. You might damage your reputation as a company, which could end your business.

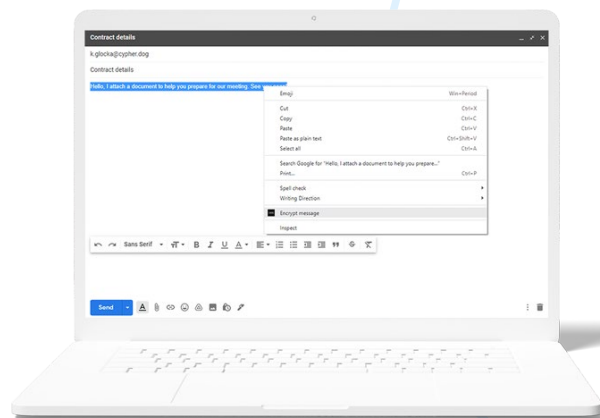


## How it works

**One-click.** Complete protection. Cypherdog Encryption allows you to encrypt and decrypt any text or file and send them using any media, including e-mails supported by plugins to **Firefox, Chrome and Edge browsers, Gmail/Google Suite, AddIns in Outlook and Thunderbird.**

You can send and receive encrypted files and messages using any web client or native e-mail client or Slack, WeTransfer, Google Drive, or any other communication method.

You are always assured that only the authorized recipient will have access to the decrypted content.



## Threats in cyberspace

E-mail is one of the most popular electronic communication channels. Like most digital services, it is vulnerable to cyberattacks, which may result in **unwanted access** to your mailbox and **disclosure of confidential information.** In the event of unauthorized use of the compromised e-mail box, message recipients cannot verify the sender's identity.

Cypherdog is a **comprehensive solution** to both threats. On the one hand, it ensures message encryption (hiding the content from unauthorized users); on the other hand, it allows the recipient to verify the sender's identity.

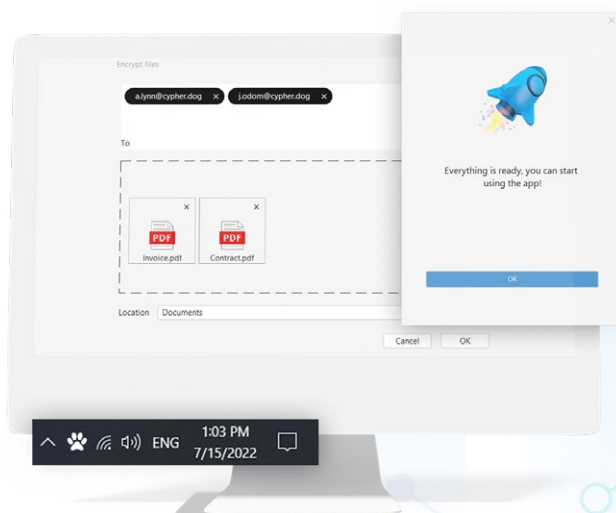
## We protect you against

- corporate espionage
- data leaks
- new generation of ransomware with double extortion
- invoice hacking
- business e-mail compromise (#BEC)

**We support** you in becoming compliant with GDPR, Privacy Acts, DORA-2, NIS-2, and ISO 2700x implementations, among other regulations.

## Friendly user interface

Cypherdog software focuses on simplicity and ease of use. During installation, the program will ask for the **password to your private key** and will allow you to **make a backup** of it (use a USB drive or print a copy of the key on a piece of paper, in the Business version backup is made automatically on company's server). After the installation is complete, **you can encrypt messages and send them via your e-mail immediately.**





**Asymmetric encryption**



**Absolute protection of private key**



**No "trusted" third party**



**Zero-knowledge security model**



**No service provider access to data**



**Lack of metadata & logs**



**Identity trust methods**

Cypherdog Encryption specifications	Free (after Trial)	Single User & Trial	Business
Text/e-mail messages encryption	-	x	x
Encryption of files/attachments in e-mail messages	-	x	x
Decryption of e-mail messages/ texts and attachments/ files	x	x	x
Administration panel for users & private keys management	-	-	x
Backup private key to file (on device)	x	x	-
Backup of private key to company server in Vault	-	-	x
One license for a single user	x	x	-
One license for multiple users	-	-	x
Basic support and online training	x	x	-
Advanced support and training	-	-	x
E-mail aliases	x	x	-
Cryptography	Encryption: asymmetric RSA3072 and symmetric AES-256, SHA512 hash function		
Microsoft Outlook	Add-ins to Outlook 2016+ for Microsoft 365/ Exchange Server, webclient & native		
Gmail & Google Suite	Plugins: Google Chrome, Microsoft Edge, Mozilla Firefox		
Mozilla Thunderbird	Add-ons for Thunderbird for all e-mail providers and servers		
Other e-mail clients	Manual encryption / decryption / right-click or "magic window"		
Other communication channels	WeTransfer, Slack, Google Drive, Dropbox, WhatsApp, Messenger etc.		
Operating systems	Windows, macOS, Linux		

## CYPHER.DOG®

Cypherdog Security Inc., 100 Wilshire Blvd., Suite 700, Santa Monica, 90401 CA, USA  
[www.cypher.dog](http://www.cypher.dog) | [info@cypher.dog](mailto:info@cypher.dog)

