## Is Your Business Ready for Black Friday?

How Retailers Need to Prepare for Unforeseen Risks

No matter how good their risk management systems are, retailers can't predict every threat or disruption. But they can make sure they're prepared to respond to and mitigate such risks by utilizing real-time alerting solutions like Dataminr Pulse.

Pulse provides critical insight for retailers seeking to proactively mitigate cyber risk and avoid network and operational downtime. Dataminr's alerting is delivered in real time, allowing risk professionals to have up-to-the-minute information on cyber threats facing the retail industry.

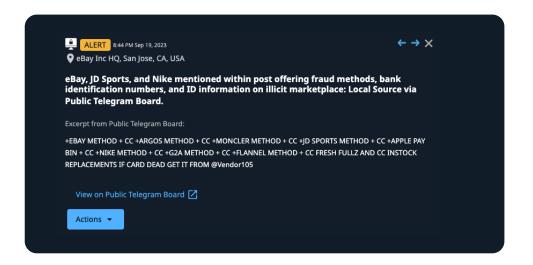
In the week leading up to Black Friday 2021, the Magecart threat group hit the United Kingdom, and the National Cyber Security Center (NCSC) warned over 4,000 small and medium-sized businesses that their online stores had been hacked by Magecart skimming attacks.

"Dataminr Pulse lets me sort open source information from the thousands of potential data points that I, just frankly, would not be able to look at—even if I had a team of a hundred people, which I can assure you I do not."

- Corporate Investigator

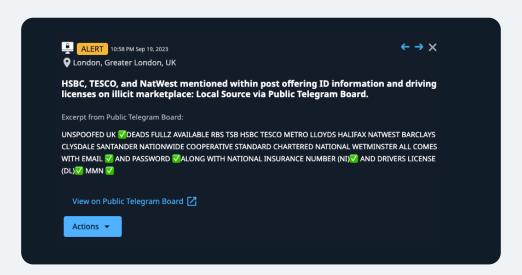
Here we share several examples of how retailers track fraud, loss prevention, and stolen/compromised credentials across the surface, deep and dark web:

Ebay, JD Sports, and Nike mentioned within post offering fraud methods, band identification numbers, and ID information on illicit marketplace

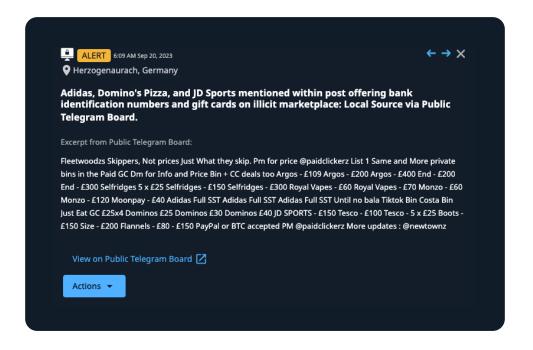




HSBC, TESCO, and NatWest mentioned within post offering ID information and driving licenses on illicit marketplace

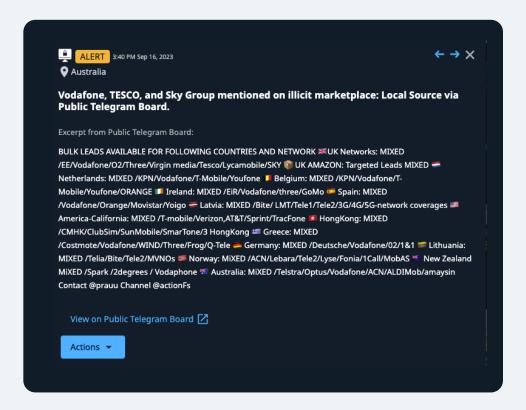


Adidas, Domino's Pizza, and JD Sports mentioned within post offering bank identification numbers and gift cards on illicit marketplace





## Vodafone, TESCO, and Sky Group mentioned on illicit marketplace



**Dataminr Pulse** is a crucial tool used inside hundreds of the world's leading security operations centers and global retailers. Pulse streamlines your team's collaboration, response protocols and critical information flows—enabling real-time command and control as risks emerge and high-impact events unfold.

Learn more at dataminr.com

