

# How to Assess Your Executives' Digital Footprint to Identify Threats

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The net has grown increasingly wider around available online information that's tied to executives. From breached data on the dark web, to ordinary data scraping online, to social media accounts used by family members, one's digital footprint has evolved into an audit trail of personal activity.

Although it's critical to remain vigilant around threats that are linked to executives, it's equally important to be aware of what online information creates vulnerabilities that the threat actor can exploit to harm an executive or their reputation.

**Use this checklist to enhance your understanding of your executive's digital footprint in three categories: what's visible online, overlooked vulnerabilities, and steps for improvement.**

## WHAT INFORMATION IS VISIBLE ONLINE?

*How to understand the baseline you are working with*

|                          |                                                                                                                                                                                 |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> | Is your executive's personal information tied to their social media accounts? (e.g. LinkedIn, Twitter, etc.)                                                                    |
| <input type="checkbox"/> | How engaged is your executive online and do they share personal photos and information? (e.g., home photo with address number)                                                  |
| <input type="checkbox"/> | Do the executive's partner and/or children regularly post content on social media?                                                                                              |
| <input type="checkbox"/> | How often are location-based check-ins used via social media by the executive, their family, or friends?                                                                        |
| <input type="checkbox"/> | Has your executive posted reviews on product or company sites? (e.g. Amazon, Glassdoor)                                                                                         |
| <input type="checkbox"/> | How does your executive travel (e.g. personal aircraft, yacht, helo) and are vendors aware of confidentiality needed to keep them safe? (e.g. exposing tail number of aircraft) |
| <input type="checkbox"/> | Are charitable and political donations publicly available?                                                                                                                      |
| <input type="checkbox"/> | What news and press mentions are available online? Is there any news tied to immediate relatives?                                                                               |

# How to Assess Your Executives' Digital Footprint Checklist

## WHERE ARE THE CRACKS? *Overlooked vulnerabilities to be aware of that can impair an executive's safety*

|                          |                                                                                                                                                                                          |
|--------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> | How predictable is your executive's day-to-day and/or travel routine?<br>What, if any, is shared online by others tied to their network related to routines?                             |
| <input type="checkbox"/> | Is an assistant active on social media (inadvertently or not) sharing confidential travel information?<br>And does the assistant's LinkedIn publicly display that they work for the CEO? |
| <input type="checkbox"/> | Where does your executive regularly purchase services or products?<br>Do vendors know to ask permission to share content around the executive's patronage?                               |

## WHAT CAN BE IMPROVED? *Enhanced steps to take to protect executives online and in person*

|                          |                                                                                                                                                            |
|--------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> | Who is in your executive's ecosystem and what threats do they pose?<br>Tracking your principal/executive is not enough.                                    |
| <input type="checkbox"/> | What quick wins are available to you when it comes to removing sensitive information online?<br>(e.g. blurring the executive's home on Google Street View) |
| <input type="checkbox"/> | Is there a framework built to determine who can enter your executive's circle?                                                                             |
| <input type="checkbox"/> | What assets can be put in the company's name, rather than the executive individually?<br>(e.g. purchasing a new property)                                  |

Use this list as a guide to assess your awareness of your executive's digital footprint before information lands in the hands of those with malicious intent. To learn more, reach out to the [Center for Protective Intelligence](#) for support from our team of corporate security experts.