



Checklist

Are you doing enough to secure customer data?

More likely than not, it's the IT professionals at your organization who are tasked with keeping websites, networks, and applications secure. But in reality, everyone across the business should be concerned about security.

That's especially true for marketers, because if sensitive customer data were stolen or otherwise tampered with, you could lose customer trust, put the brand at risk, and even expose your company to legal liability. **So is your organization doing enough to maximize security?**

Ask yourself:

	Yes	No
Are we confident that security measures around our website, applications, and/or services are very strong?	<input type="radio"/>	<input type="radio"/>
Can customers fully trust us with their data? (If so, how can we be sure?)	<input type="radio"/>	<input type="radio"/>
Have we made it clear to both prospective and existing customers that their data will be safe with us?	<input type="radio"/>	<input type="radio"/>
Are we confident that our customers' credit card or other financial information cannot be fraudulently accessed or stolen?	<input type="radio"/>	<input type="radio"/>
Do we know how our customers would react if our website, applications, or services were suddenly not available?	<input type="radio"/>	<input type="radio"/>
If we experienced a data breach, do we have a response to communicate with customers prepared and ready to go?	<input type="radio"/>	<input type="radio"/>
Are all of our marketing activities currently in compliance with worldwide regulations like GDPR?	<input type="radio"/>	<input type="radio"/>

If you answered no to any of these questions, you may need to adopt a more proactive stance on security.



Build More Security into Your Digital Experience

Protecting customers – and your brand – begins with identifying potential security weaknesses and carefully selecting the platform and tools you use to deliver the digital experience.

[Read the e-book](#)