





# Protect Your Brand

## Help Protect Your Brand with Microsoft Phishing Filter Data Providers

This new Microsoft service provides a powerful defense for anyone who is using Internet Explorer 7, Windows Vista®, or the Windows Live™ Toolbar—and over the next few years that user community could potentially number in the hundreds of millions. If your company is looking to protect its brands and Internet properties against the threats of phishing, sharing data with Microsoft Phishing Filter data providers can help augment your brand protection efforts.

Microsoft has agreements with a growing list of commercial data providers to deliver rapid updates to the Microsoft Phishing Filter and data reputation service. These data providers offer services to companies like yours to confirm and shut down identified phishing sites and help aggregate and identify known brand abuses for their clients.

Microsoft has worked with these providers to directly upload their data on confirmed phishing sites to Microsoft. This data is aggregated and then used to dynamically update the Microsoft Phishing Filter database.

These data providers can help you confirm suspected phishing sites and can help you take down those sites quickly. In addition, they can quickly and discreetly upload this information into the Microsoft Phishing Filter, where it can help protect users from a phishing site you have discovered.

If the phishing site involves your brand or Internet property, the kind of rapid response these providers and the Microsoft Phishing Filter can deliver may make all the difference to the reputation of your brand and the safety of your customers and partners.

Microsoft recommends working with one of the following data provider vendors:



For an updated list, visit [www.microsoft.com/safety/dataproviders](http://www.microsoft.com/safety/dataproviders)

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