

# MOBILE APPS PROTECTION

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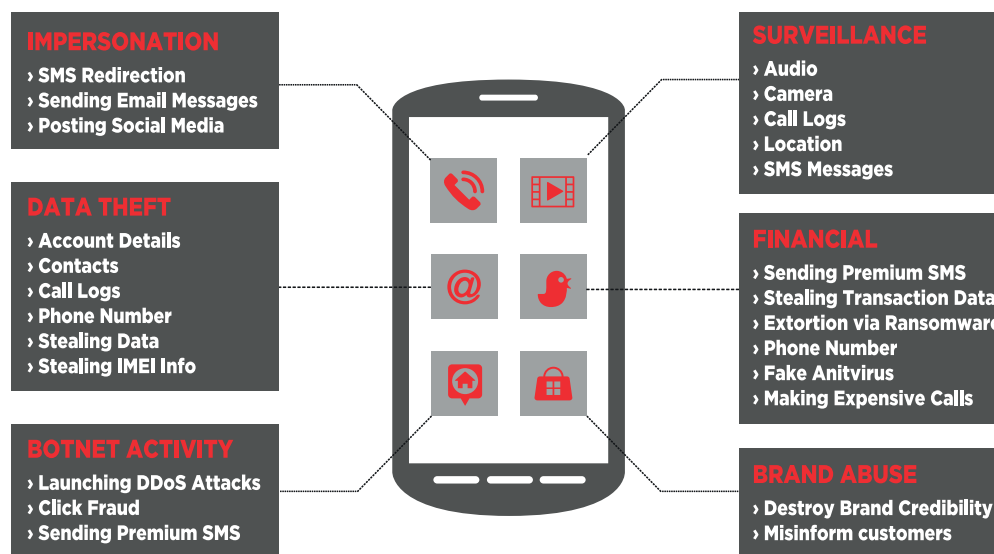
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## PROTECT YOUR CUSTOMERS FROM FAKE APPS

Avoid unauthorized mobile apps from impersonating your trustworthy brand for the purpose of fraudulent activity. With the enormous uptake of mobile apps, a new channel for online fraud has emerged. Unauthorized mobile apps, impersonating a brand, entice users to download and install them on their mobile devices.

Mobile apps can be used maliciously and some contain malware. These can be used to:

- › Send login credentials to a criminal
- › Allow for browser sessions to be hijacked
- › Take control of the mobile device, or
- › Facilitate “man in the middle” attacks



## THE COST OF FAKE MOBILE APPLICATIONS

An unauthorized mobile app taking advantage of a well-known brand can:

- › Create a negative experience for the end user
- › Impact on the brand's reputation
- › Incur financial losses through credential theft

## HOW MENAINFOSEC DEALS WITH FAKE APPS

MENAIInfoSec provides a comprehensive monitoring solution to monitor for rogue and unauthorized mobile apps using the client's brand. We monitor the official mobile app stores, in addition to other locations, directories and mobile app stores including third party mobile app stores and file sharing sites on the internet. Our monitoring and detection will alert the client to a potential unauthorized mobile app and initiating enforcement process for its removal.



HUMAN  
SECURITY  
EXPERTS

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