Security & Governance
FEATURE OVERVIEW

Sprinklr specializes in security and brand reputation protection across all modern channels. We use a multi-layered, enterprise grade SaaS security feature combined with best in class configuration, policies, procedures, and processes to accomplish this objective. By thoroughly understanding market needs and continuously upgrading our systems and technology, Sprinklr offers multiple modules, customizable metrics, and configurable routing of social conversations, so that our customers can make decisions at their own pace.

CHALLENGE

When brands choose Sprinklr to manage their modern infrastructures, they benefit from multiple built-in security features, including role-based access controls, permissions, and enforced policy rules. However, some brands – especially in highly regulated industries – require a concentrated effort to assess and minimize social program risk. These risks can span from internal company or governmental policy noncompliance, to malicious hacking and data breaches.

How are you identifying and protecting against vulnerabilities throughout your social operation? Here are some indicators that technical and process risks may exist:

- Are there too many individuals with administrator level access to the company's social accounts?

- Have passwords been openly shared via unsecured methods, such as email or shared drive documents?

- Is there a way to quickly and universally pause publishing in the event of an emergency?

- Do rules exist that automatically review posted messages?

- Has a risk assessment already been conducted for your social accounts?

- How often are passwords changed for accounts on social channels?

- Are social accounts set up with two-factor authentication?

- Are social accounts able to be set up with personal email addresses, or are corporate email addresses required and accessible by stakeholders?

- Are you certain that members of your team or agency partners cannot share (even accidentally) critical login information to your social management platform?

THE SPRINKLR APPROACH

A comprehensive security program is needed to assess operational risk and guide organizations toward tighter and more resilient processes. Sprinklr's Security and Governance features provide teams with a way to proactively detect and deter vulnerabilities in order to mitigate brand risk.

In addition to having security processes in place within the platform for our users, Sprinklr is SOC1 Type II, SOC2 Type II and E.U.-U.S. Privacy Shield certified. We are also GDPR and CCPA compliant and have a Privacy Center in place which ensures adherence to data subject's request.

Sprinklr Secure Access

Sprinklr Secure Access (SSA) allows brands to manage who has access to which social media and messaging accounts and what permissions are in place for each individual user. Rather than have employees posting to networks natively on each platform or sharing a login, each employee is granted unique authentication access through Sprinklr. By granting access to social media accounts without sharing usernames or passwords, teams have an added level of governance to ensure that only designated community

Single Sign-On

Sprinklr Single Sign-On (SSO) connects your existing software system with Sprinklr to create a seamless authentication and log-in experience with one primary access. This makes it possible to easily navigate between sites with one user ID. Authentication for our client's end users is secured with the SHA256 signature method, one of the strongest hash functions available.

Two-Factor Authentication

Sprinklr's two-factor authentication process adds an extra layer of security for users with the ability to use their username and password along with an additional code sent to their mobile device to log into the Sprinklr platform.

Vulnerability Program

Sprinklr utilizes a 3rd party security testing vendor that has a community of white hat researchers who perform continuous testing against the Sprinklr platform to find any bugs which can be exploited. Allowing Sprinklr to stay proactive and safe.

IP Whitelisting

Sprinklr supports IP Whitelisting where users can provide a list of IP's they would want to whitelist. Once Sprinklr whitelists the IP addresses, users can only login to the Sprinklr platform from those specific IPs.

www.sprinklr.com   info@sprinklr.com   sprinklr