



IVSG



CUSTOMER DATA ENCRYPTION AS A SERVICE (CDE)

Customer Data is a prime target for cyber-criminals

Customer Data Encryption is a Legal Requirement for all Auto Dealers!

IVSG LLC, a Data Management, Cybersecurity and Regulatory Compliance Specialist for Dealers, has created the **MOST ROBUST AND AFFORDABLE CUSTOMER DATA ENCRYPTION** as a service (CDE) solution with its strategic partner actifile, the market leader in automatic risk discovery and sensitive data encryption.



Smarter Tech. Stronger Dealers™

MARKET PROBLEM: DEALERS MISREPRESENT THAT THEY ENCRYPT CUSTOMER DATA

IVSG's scanning and testing of dealers' systems reveal some startling statistics:

1. Over 70% of dealers don't encrypt customer data stored in their MS 365 and Google space systems, their websites and/or when using AI chat tools e.g. CHATGPT, META, COPILOT.
 2. 80% of dealers store unencrypted credit card data on their DMS-the primary data repository - **IVSG is the only cybersecurity and compliance managed service provider** in automotive retail who has this scanning & testing capability for DMS - IVSG DMS SCANWARE™
 3. Approximately 44% of cyber insurance claims are denied due to mis-representation of critical information asked on their applications regarding customer data encryption.
- ✓ Dealers are mandated by the FTC safeguards rule (GLBA), state data privacy laws and payment card industry (PCI) security council (credit card companies) to encrypt their customer data, e.g. names, addresses, phone numbers, credit card data, driver's license numbers, social security numbers (for financing), credit scores and financial details and vehicle identification numbers (VINS).
 - ✓ In addition, every dealer website captures customer data in either contact forms, credit applications, webchat interactions or myaccount features online which in turn are laterally integrated into dealer's CRM systems and DMS.

**"Cyberattacks in Automotive have risen by 50%+ over 2023/24
Resulting in tens of billions \$\$ in losses"**

~ Shifting gears: Vicone 2025 Automotive Cybersecurity Report

RECENT MAJOR DATA BREACHES INVOLVING CUSTOMER DATA AND RECORDS

Google/Salesforce-june 2025
Autonation/Crosscheck-march 2025

**Without encryption, customer data is vulnerable to
Unauthorized access, theft, misuse and used as leverage in ransomware demands**

To Learn More About IVSG's CDE Please Contact:

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IS YOUR CUSTOMER DATA ENCRYPTED IN YOUR DEALERSHIP?

ENCRYPTION ACTS AS A LAST LINE OF DEFENSE:

Even if attackers gain access, Encrypted Customer Data Remains unreadable without the Proper Access Keys.

BUILDING CUSTOMER TRUST

Customers expect their personal information to be handled securely at all times. Encryption:

- ✓ Demonstrates a commitment to customer data protection
- ✓ Reduces the risk of identity theft and class action lawsuits
- ✓ Enhances brand reputation and customer loyalty



IVSG CDE SOLUTION

- ✓ **STEP 1**–Data Mapping/Classification-Critical To Understand Dealer Customer Data Sources, Where Stored, How Distributed And Whether Encrypted.
- ✓ **STEP 2**–Discovery/Quantify The Risk–Scan/Test For Customer Data Encryption–all systems including DMS.
- ✓ **STEP 3**–Advise–Action Plans to Remediate All Unencrypted Customer Data And Risk Exposure.
- ✓ **STEP 4**–ACTIFILE/Dynamically Encrypt Customer Data-Streamlined Installation Of Actifile Agent–Remote Installer.
- ✓ **STEP 5**–Monitor–Manage Customer Data Encryption and Create A dealer Policy and Adherence.

- Depending On # Of Dealer IT Devices (On Dealer IT Network), IVSG Offers Affordable Pricing To Enable Dealers To Be Fully Compliant With The Laws And Adherence To OEMS' Code Of Business Conduct And Agreements For Their Franchise Dealers
- Discounts Available For Larger Dealer Groups and For Longer-term Agreements

WE GUARANTEE DEALER CUSTOMER DATA PRIVACY

ILLUSTRATION OF SCANNED RESULTS

The findings are as follows:

- Data Risk, Parked Liability: \$26,066
- 44,670 sensitive files detected by policy containing approximately 15 million sensitive data records i.e. Date of Birth, SSN, and others, across 134 workstations and file servers.

Classification	Files	Records	Risk in USD	Countries	Regulation
Email ID	38275	14429098	\$14,429,098		PII
United States - ACH Clearing Numbers	892	406338	\$8,126,760	United States of America	PII
United States - Date of Birth	2523	144740	\$1,447,400	United States of America	PII
United States - Health Insurance Member Number	322	41797	\$835,940	United States of America	HIPAA
United States - Electronic Funds Transfer and Wire Information	498	40032	\$800,640	United States of America	PII/FTC
United States Personal Legal Documents	1108	1108	\$155,120	United States of America	PII
Credit Card - American Express	8	1181	\$118,100		PCI/FTC
United States - Masked SSN	356	12336	\$61,680	United States of America	PII
Credit Card - Visa	80	370	\$37,000		PCI/FTC
Credit Card - MasterCard	205	245	\$24,500		PCI/FTC
United States - SSN	283	321	\$8,025	United States of America	PII
ICD-10 Diagnosis Medical Records	3	35	\$6,300	United States of America	HIPAA
Password Detection	48	1020	\$5,100		IT
United States - Driver's License	18	34	\$3,400		PCI
Credit Card - Discover	43	334	\$3,340	United States of America	PII
Credit Card - Diners Int.	4	32	\$3,200		PCI
Credit Card - UnionPay	3	7	\$700		PCI
Credit Card - JCB	1	2	\$200		PCI
Total	44,670	15,079,030	\$26,066,503		



The Days of guessing whether your Customer Data is encrypted is no longer a prudent business practice
Contact IVSG and we will quickly determine your risk exposure and steps to address
Customers Expect their Non-Public Information to be Protected by their Dealers at all times!

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