RedSocks ensures that Air Miles meets European requirements

Air Miles is assured of ongoing insights into the network environment thanks to the RedSocks Malware Threat Defender

Loyalty Management Netherlands B.V. has run the Air Miles loyalty programme in the Netherlands since 1994. Air Miles savers and partners have entrusted it with the confidentiality of their personal details for years. Changes to European regulations now entail a different approach when it comes to reporting any data leaks and protecting personal details. That's why Air Miles went looking for security which could fulfil this.

Important details of clients and partners

Air Miles savers trust that their details will be safe with Loyalty Management Netherlands B.V. Air Miles partners like supermarket chain Albert Heijn, Shell, V&D, Praxis, Etos and Gall&Gall also want to be sure that their data is secure. Bas Labordus, Security & Privacy Officer at Air Miles, bears responsibility for this. *"We always worked using the standard reports from our firewalls. We interpreted the reports ourselves, and used this to then seek out any possible divergences. Our security matched our needs and wishes,"* notes Labordus.

New requirements arising from updated European regulations

With the developments in the European regulations involving the Personal Data Protection Act (25.892) and the proposed mandatory notification of data breaches (33.662), Labordus went looking for a security solution which could fulfil this.

"The new requirements in the European regulations were a significant motivator for us to find a supplementary security supplier. It's also vitally important for us to prevent any data leaks. Clients regard us as a reliable brand, and if any data should go public, we would lose that trust," Labordus explains.

Taking immediate and focused action through real-time analysis

After successfully completing a Proof-of-Concept trajectory, Air Miles chose the RedSocks Malware Threat Defender (MTD). This appliance can discover threats at an early stage, which was important to Labordus when making his choice. In contrast to other applications, which protect against threats from outside the organisation, the appliance actually looks at what is happening within it. In real-time, the MTD monitors the connections being made to the internet from the company. Should this match a threat appearing on the risk list created by RedSocks, the appliance produces a notification. That notification details where the threat is, so the company can take immediate and focused action. It's important here that the appliance does not focus on the traffic content, so that the confidentiality of the corporate data remains intact.

"What RedSocks does is not achieved by any other security supplier. Alongside monitoring traffic going out from the inside, real-time monitoring of network traffic is a major benefit of the RedSocks solution. It lets us take immediate action if active malware or a data breach is detected. The appliance fulfils the requirements set out by the European regulations," says Labordus. *"The RedSocks appliance also continually checks whether the protection rules, like our firewall for instance, are still adequate against the current threats. So it checks whether our secured environment is indeed still secure."*

Up and running in just two hours

Implementation of the RedSocks MTD was extremely smoothly and fast. *"Thanks to the right support from RedSocks and good communication between them and our technical partner, the appliance was up and running within two hours,"* Labordus recalls.

Complete confidence in the RedSocks Malware Intelligence Team

Another advantage of RedSocks is the Malware Intelligence Team. They specialise in spotting new threats, creating risk lists and algorithms on this basis. This lets them ensure that the RedSocks MTD always stays up-to-date. *"The RedSocks Malware Intelligence Team is extremely important for us. Thanks to their research into new threats we can always trust that our data is and remains secure,"* concludes Labordus.

Profile Air Miles

The originally-British Air Miles launched in the Netherlands in 1994. The clever saving and loyalty programme operated by Loyalty Management Netherlands B.V. was well-received by the 'super-saver' Dutch.

The objective of Loyalty Management Netherlands B.V. is to use Air Miles to encourage client loyalty for the participating companies. More than half of all Dutch households hold an Air Miles card, accounting for a couple of million active savers.

REDSOCKS

RedSocks is a Dutch company specialised in malware detection. RedSocks supplies *RedSocks malware threat defender* as a network appliance. This innovative appliance analyses digital traffic flows in real time based on the algorithms and lists of malicious indicators compiled by the RedSocks Malware Intelligence Team. This team consists of specialists in identifying new threats on the internet and translating them into state-of-the-art malware detection.

FOR MORE INFORMATION PLEASE CONTACT US VIA INFO@REDSOCKS.NL OR VISIT OUR WEBSITE: WWW.REDSOCKS.NL

REDSOCKS malware threat defender

www.redsocks.nl