Digital Engagement is proving to be critical for many businesses today. LivePerson's LiveEngage is a leading cloud-based customer engagement solution, empowering businesses to drive the greatest possible results from their digital assets. LiveEngage is an effective solution for online, real time digital engagements. LiveEngage provides: state-of-the-art online tool with intelligent methods to target your visitors, create personalized messaging, and enrich your business with meaningful data and analytics.

LivePerson Provides a Secure Solution for Digital Engagement

When it comes to doing business on the Web, security is always a top priority. For the online marketplace to thrive, businesses and consumers alike need to be assured that their sensitive data is well protected. Trusted by industry-leading enterprises, including many global financial services firms, LivePerson offers a highly secure, reliable platform that meets and exceeds stringent security requirements, enabling online businesses to safely communicate with their customers.

Security in the Cloud is Best Practice

According to Gartner Inc., the market for cloud-security services is expected to reach nearly $4 billion in revenue in 2016, up from $2.1 billion. As more businesses move to the cloud, it's essential that companies work with partners that understand best practices of cloud security and provide transparency when it comes to their solutions.

At LivePerson, we believe that cloud services from high-quality providers offer better security than many in-house solutions. Leaning on a vendor that's dedicated to your business' cloud security, regular maintenance, and continual monitoring is an advantage. Strong cloud service providers allocate resources and attention to the latest cloud technologies and threats—are experts in the space.

Security as the Core of Our Business

LivePerson is a leader in security for cloud based services. LivePerson gains this standard by considering security as one of our strategic goals and a core guiding principle for all aspects of our business.

Proven and certified security

LivePerson complies with industry standards and certifications that meet our customers security and compliance needs. Our standards and practices are audited by independent 3rd-party auditors on a regular basis and continue to achieve consistent standing in high standards.

LivePerson's extensive experience as a SaaS provider paved the way for us to achieve a very mature level of security. LivePerson has earned the following 3rd-party compliance and certificates:

Dedicated security team led by chief security officer

LivePerson achieves high levels of security in all aspects of our business through a security team lead by a Chief Security Officer. This team comprised of senior security experts with vast experience in the industry, ensure that security measures are embedded into all LivePerson operations, from product development, infrastructure and physical environment. The LivePerson security team is deeply involved and recognized as a leader in global security industry communities such as OWASP, Cloud Security Aliance (CSA) and more.

### Comprehensive set of security tools and features

LivePerson recognizes that our customers may have security concerns when working with a SaaS provider. In order alleviate these concerns, we have developed a comprehensive set of tools that put the control back into the hands of our customers and enable them to protect their sensitive data and information.

Some of these tools include:

- 192bit AES encryption for data at rest
- Sensitive data masking and obfuscation
- Customer controlled login policy. Set password complexity, restrict access based on IP whitelist, role based access control, and more
- Full visibility to actions and operations via comprehensive audit trail and logs
- Flexibility to restrict LivePerson access to account information and data

Tested and Verified by Our Customers
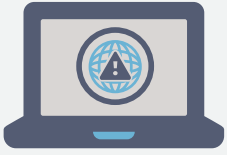
300+ customer due diligence processes and assessments a year

Secured Product Development and R&D

Average of *20+* pen-tests a year

Customers who trust LivePerson for their secured customer engagement

RBS — The Royal Bank of Scotland

virgin atlantic

intuit.

Adobe

GAIN CAPITAL

sky

GRAINGER. FOR THE ONES WHO GET IT DONE

O2

snapfish by hp

Tested and verified by our customers

LivePerson customers include large enterprises with the foremost security experts. Our customers challenge our security on a regular basis with ongoing security assessments.

- 300+ customer due diligence processes and assessments a year

Secure, stable reliable infrastructure

LivePerson places a premium on securing its SaaS infrastructure at all levels and has invested heavily in state-of-the-art, best-of-breed technologies.

- Data is stored and partitioned in a manner that ensures each customers can only access their own data
- Hardened servers
- 24X7 monitoring and incident response by dedicated team
- Advanced measures for DDoS attack mitigation
- Full redundancy and backup
- Comprehensive business continuity plans in place

Secured product development and R&D

LivePerson has implemented robust Secure Development Life Cycle (SDLC) processes to help ensure the delivery of highly resilient platform and service:

- Security as part of the application design process
- Built-in security code review and testing
- Average of 20+ pen-tests a year
- Ongoing security vulnerability scans

Secured physical premises

- LivePerson's datacenter facilities adhere to the highest security standards.
- 4 top-notch U.S. and EU based data centers
- 2 primary sites
- 2 disaster recovery sites
- Private LivePerson cages
- Operated by LivePerson (datacenter staff doesn't have permissions or access)
- Factor biometric access control
- Unmarked locations
- 24X7 CCTV and guards

About LivePerson

LivePerson, Inc. (NASDAQ: LPSN) offers a cloud-based platform that enables businesses to proactively connect in real-time with their customers via chat, voice, and content delivery at the right time, through the right channel, including websites, social media, and mobile devices. This "intelligent engagement" is driven by real-time behavioral analytics, producing connections based on a true understanding of business objectives and customer needs. LivePerson is headquartered in New York City with offices in San Francisco, Atlanta, Tel Aviv, London, Amsterdam, and Melbourne.

Contact

LivePerson, Inc.
T: 212.991.1794

475 Tenth Ave
F: 212.609.4233

5th Floor
info@liveperson.com

New York, NY 10018
www.liveperson.com

LIVEPERSON