rewind

# How to Secure and Protect your Store

Edward Gaug
Sr. Digital Marketing Manager - Ecommerce

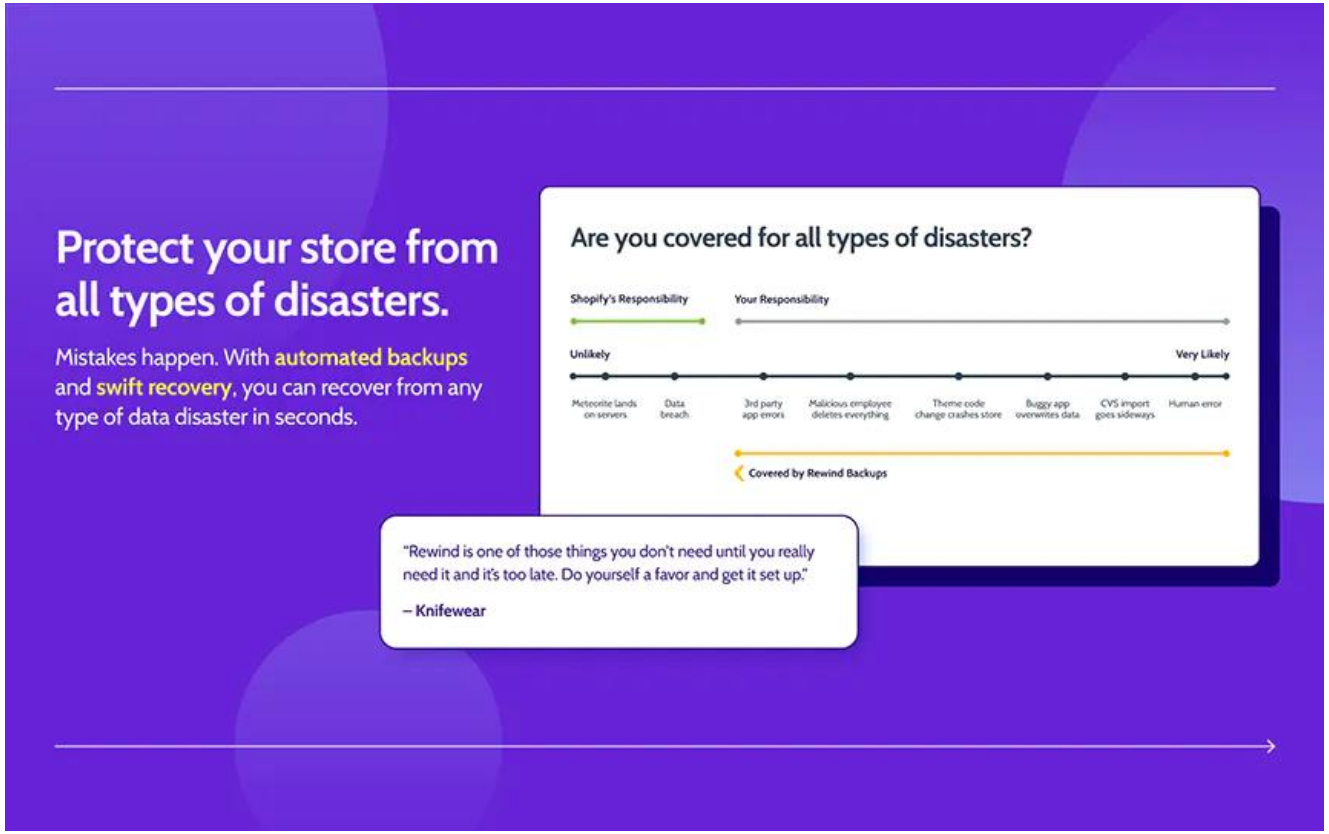
Midwest Ecommerce Seminar

rewind

# Your sales depend on your store being up and running properly.

Midwest Ecommerce Seminar

# What's your Backup Plan

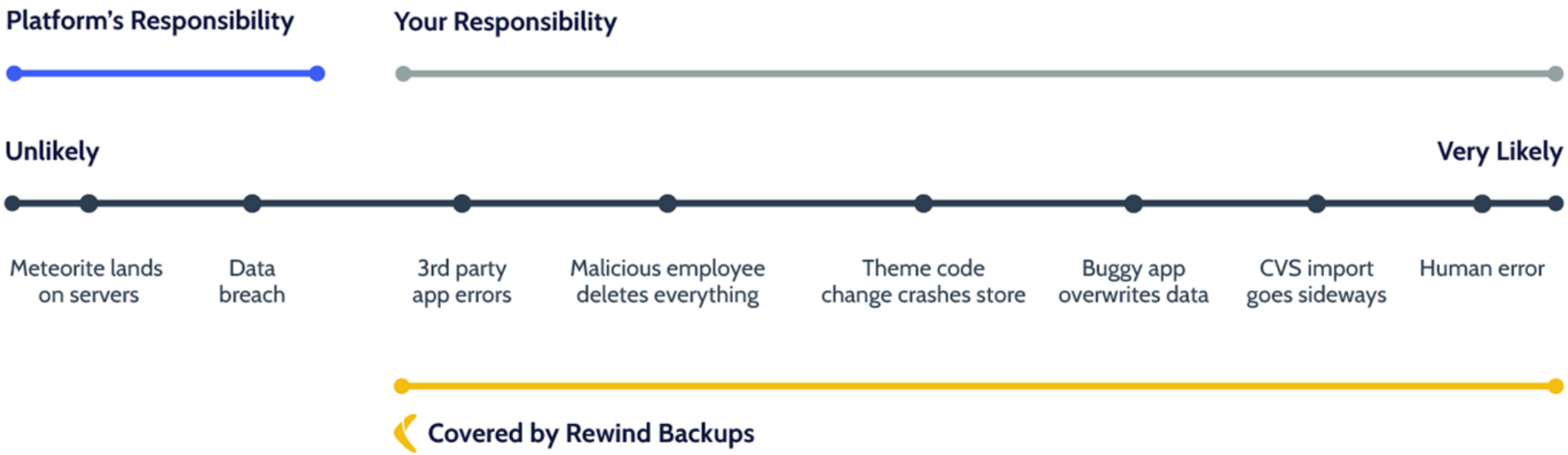



Rewind is one of those things you don't need until you really need it, and then it is too late. Do yourself a favor and get it set up!
**Knifewear**

Midwest Ecommerce Seminar

rewind

# Are you covered for all types of disasters?



# The most commons threats

Human Errors

CSV Imports

Third Party App Errors

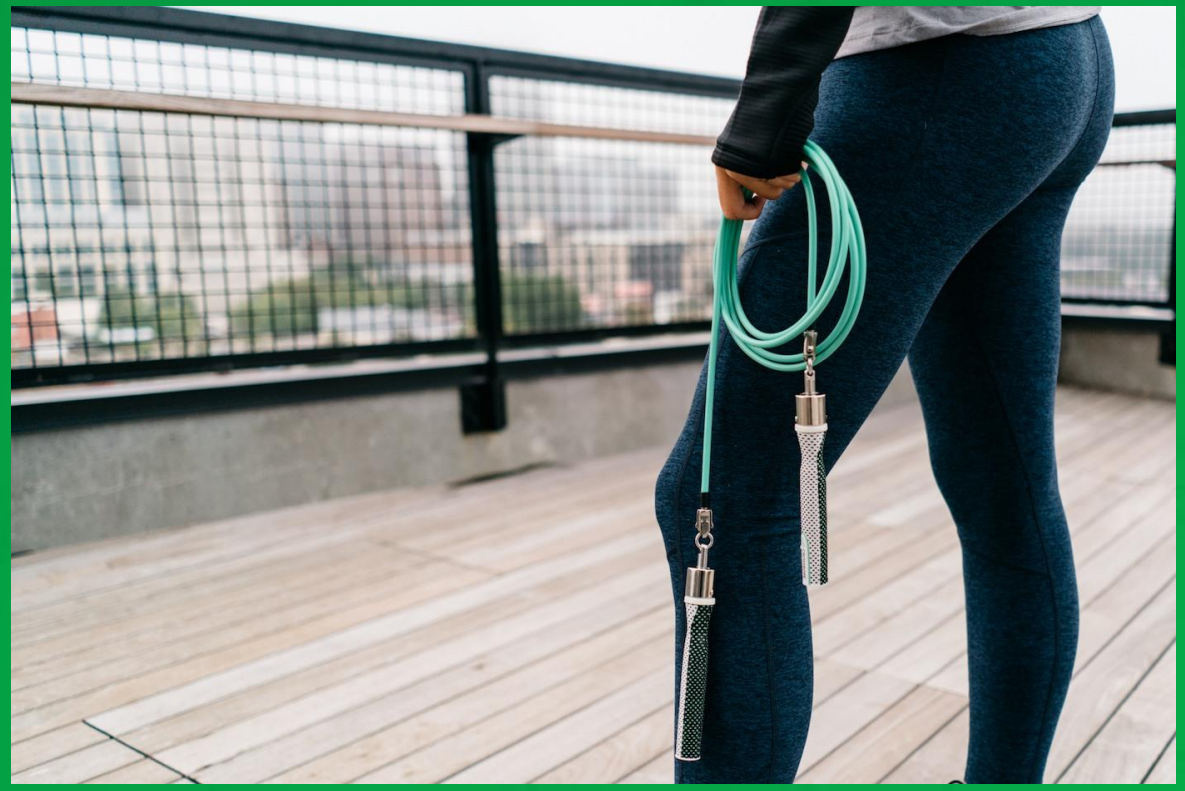
Hackers & Malware

# Hackers & Malware

‘The retail industry was the most-targeted sector for cyberattacks for the third year in a row, with nearly one-quarter of all attacks impacting retailers,’ **Impact**, November 2021

Midwest Ecommerce Seminar

# Human Errors



rewind

CROSSROPE

Midwest Ecommerce Seminar

# CSV Imports

rewind

If I had known ecommerce platforms do not provide full backups and can't restore your site; I would have been using Rewind from day one.

**Matt Davis, Founder, Whisker Seeker Tackle**

Midwest Ecommerce Seminar

# Third Party App Errors

All it takes is seconds for a business to fall apart, followed by days - even weeks - needed to pick up and put back together all of the pieces…

**Ben Hyman, Co-founder, Revival Rugs**

Midwest Ecommerce Seminar

# What's the impact on an ecommerce business

Lost revenue from downtime

Time spent manually recovering lost data

Lost customers and credibility

Midwest Ecommerce Seminar

# 6 Tips for protecting your store

rewind

1. Password management
2. Embrace MFA
3. Adopt the principle of least privilege
4. Properly vet apps
5. Watch out for phishing attacks
6. Back up your store

Midwest Ecommerce Seminar

# Protect Your Business

rewind

## Risks that Rewind protects against

- Human Errors
  - Accidental deletions
  - Theme code mistakes
- CSV Imports
- Third party app errors
- Ill-intentioned employees
- Hackers and malware

## What else can you do with Rewind

- Experiment risk free
- Grow your team without worries
- Track changes and their impact
- Effortlessly comply with industry regulations and auditor requests

Midwest Ecommerce Seminar

rewind

QUESTIONS?

Edward Gaug - Rewind
partners@rewind.io