

Because **Trust** Means Everything

5 TIPS THAT HELP YOU KNOW YOU ARE USING DATA YOU CAN TRUST

When data is trusted and analyzed correctly, it can enable key business decisions. But the volume, variety, and velocity of data has increased exponentially over the last decade, and knowing what to trust is sometimes overwhelming. Harnessing the “right” data can drive innovation and improve cyber resilience, but if these pipelines aren’t well managed or properly understood, the quality and security of that data comes into question.

Organizations need to trust their data and be confident that their customers, clients, and vendors can trust it as well. This means knowing that it’s accurate, reliable, and secure. How can this be accomplished?

Here are 5 questions to ask to help you know you have data you can trust:

1 How robust is the data?

By continuously rating 12 million+ organizations, the depth and scope of SecurityScorecard’s data is unmatched. And our ability to validate our data increases with every new customer and follower. SecurityScorecard leverages data mined with the market’s leading capabilities and relies on a global network of sensors to monitor signals across the Internet.

12 million+
organizations
continuously
rated

2 Are credible organizations using the data?

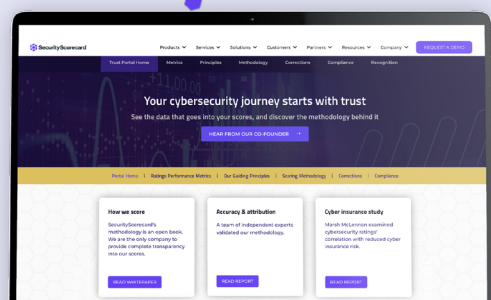
If there’s broad market acceptance of the data, that’s a good place to start. This can mean everyone from government agencies, industry groups, well-known companies, vendors, and more.

Are there third parties that have analyzed the data and gone on record to say that it’s reliable and accurate? Additionally, can the organization in question provide reference customers? These are customers that already use the product and are willing to speak directly with other/ potential customers about the data.

3 Is the company open and transparent about how it collects data?

SecurityScorecard has and always will make our [data methodology](#) readily available to anyone, regardless of whether or not they’re a customer. And we encourage users to validate and make corrections to their ratings as needed. Our customer support team is always prepared to evaluate requests, or answer questions about the methodology and process behind a security rating.

**customer
support team**
is always on hand to
answer questions



securityscorecard.com/trust

4 Does the company publish metrics about its performance?

SecurityScorecard is the only cybersecurity ratings platform that publishes error rates about its service, including data performance and attribution accuracy. The quality and accuracy of our data enable a more accurate assessment of an organization’s cyber health. For more information on our performance, visit the SecurityScorecard [trust portal](#).

5 Is the company “pay to play?”

SecurityScorecard allows any organization (whether they are a customer or not) to access their rating, free of charge. Any organization can improve its rating or challenge it for free. According to the US Chamber of Commerce’s [Principles for Fair and Accurate Security Ratings](#), “any rated organization will be able to see and challenge their rating irrespective of whether they are a customer of the rating company.” SecurityScorecard follows these principles diligently.

Any organization can access its scorecard for free and annotate it with internal information (such as SOC2 documentation and compliance certifications) to ensure its voice is heard.

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The only way to truly know if you can trust the data is to actually [use the service yourself](#)

SecurityScorecard allows anyone to create an account for free. From there, check and see if the data we have on your organization is accurate or incorrect. If there is something wrong, SecurityScorecard offers a simple, fast, and straightforward refute process that enables collaboration; is equally open to customers and non-customers; and encourages users to validate and make corrections as needed.

Learn how you can evaluate a partner you can trust

Trust means everything

[FIND OUT MORE](#)

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