

World's Leading

Online Brand Protection
& Compliance Monitoring
Solution

**Protect your company
by mitigating risk,
reducing cost and
increasing effectiveness!**



FieldWatch is the only comprehensive, internet-wide compliance monitoring and brand protection solution. With complete case management and global language capabilities, it is configured to the realities of the digital world as well as your company, and is designed to help keep your business safe and secure every day.

We like to call it “One-Click Compliance.”

“The key reasons for selecting FieldWatch were its technology, global language capabilities, and giving us the ability to gather and make the information immediately available, so we can take action. The ease of use, especially the ability to quickly modify keywords is really important. The process and workflow are now closely aligned to the way we work.”

Brian Muir, Nu Skin
VP, Global Compliance & Regulatory Affairs



Actionable Insights

Demonstrates compliance effectiveness to your executive suite with meaningful analytics.



Automated & Proactive

Eliminates the tedium of manual search and case management.



Global Monitoring

Finds violations of your policies whenever and wherever they occur online.



Regulatory Risk Prevention

Resolves risky posts before regulators! Including those with audio, video or in other languages.



Fully Customizable

Integrates to match your organization structure while also ramping up or down.

MOMENTUM FACTOR Lifecycle COMPLIANCE



PREVENT

FieldCheck
World's First Mobile Content Scanner
for Brands & Agencies

EthicsPro
The Ultimate Compliance Training
Program for Brand Protection



PROTECT

Leading the World

in Online Brand Protection
& Compliance Monitoring

Only comprehensive, internet-wide
compliance monitoring and brand
protection solution designed to help
keep your company safe and secure
from online risks every day.



DEFEND

BrandDefense

The Preeminent Answer in Brand
Protection, Reputation Management
& Compliance Monitoring

SecureSell

The World's Most Effective Solution
for Removing Unauthorized Online
Marketplace Listings

360° Online Risk Protection

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FAQ: Reducing Regulatory Risks While Increasing Compliance Effectiveness



Wouldn't it be just as effective to monitor manually in house?

The internet is too large a place for manual search. This process requires immense effort from limited resources (i.e. people). A manual process is also highly inadequate and inefficient as it misses the majority of online issues.

FieldWatch, on the other hand, searches the entire internet daily on all channels (social media, blogs, websites, news sites, private online groups, eBay, Amazon, Craigslist, etc.) to catch the majority of violations. It then serves up these threats to your team for follow-up, correction, enforcement and education. Additionally, our staff has decades of compliance and brand protection experience, which means that FieldWatch knows exactly what risks to look for and how to address them from both a brand and compliance perspective.



Will our team have to sort endless data to verify and address violations?

FieldWatch takes the next necessary steps by removing false positives as well as duplicates and identifying risky violations, which saves your team valuable time and ensures the most important risks are handled immediately. FieldWatch also provides mechanisms to notify and pursue violators, follow-up on cases to ensure action is taken, training and development of your team, and audit reports for all training, action histories and company representative histories.

FAQ: Reducing Regulatory Risks While Increasing Compliance Effectiveness



What types of claims do you monitor for?

FieldWatch searches the web for any claim that poses a risk to your company and can discover mentions of your brand connected to any keywords you choose to monitor. This may include high-risk and regulatory claims prohibited by regulatory bodies, including the FTC, FDA, SEC, DSSRC, etc. The system will also seek out violations of your company policies and procedures, specific brand guidelines and other risky online messages. Our team will meet with you regularly as your monitoring needs evolve.



What are the keywords that you use and where do you get them from?

FieldWatch retains the most comprehensive keyword and claim library in the industry. Our keyword data set consists of thousands of potentially risky keywords and phrases. Our team pays particular attention to remaining current with regard to high-risk phrases as reported by the major regulatory bodies. These include keywords associated with product, income, lifestyle, and opportunity claims, among others. FieldWatch enables you to completely control all your keywords and customize your program to fit your company's specific products, brand, policies and needs.



Can the program be white labeled?

Yes! Our integrated email system has the ability to send and receive emails and communications from any domain you choose. You may opt to use our default email address (e.g. compliance@fieldwatch.co), or customize it to your company's domain or a new unique email address of your choice.



Is FieldWatch really going to save us money too?

In addition to the time efficiencies and improved effectiveness, our clients tell us that FieldWatch does the work of hiring 4-5 additional compliance staff, allowing your team to focus its efforts on handling cases and reducing tedious searching. Overall, companies spending upwards of \$400,000 per year on additional headcount without FieldWatch still won't match its effectiveness.

FieldWatch can also be customized and scaled up or down to suit your company requirements, adapt perfectly to your compliance department structure, and meet your overall budget needs.

FAQ: Reducing Regulatory Risks While Increasing Compliance Effectiveness



How quickly can our team start using FieldWatch?

Setup of FieldWatch begins immediately and is FULLY implemented within two weeks. Our onboarding process will have your team up and running with live cases within two (2) weeks of Implementation and Discovery. From there, you will begin to see consistency in your compliance enforcement while being able to demonstrate your compliance effectiveness to your executive suite!



What results are you able to generate from your search?

Our technology can identify all types of claims on most platforms, independently. For those that are more difficult to obtain technologically or are behind logins, we supplement all automated searches with a team of FieldWatch Specialists to ensure your success by making certain that all relevant platforms are monitored to keep you safe from risk.



What current reporting capabilities can be enabled?

Our reporting and analytics are best in class and are included for on-demand access by your team. We can also create custom reports to meet your immediate requirements.



What integrations with other systems or platforms do you offer?

Though FieldWatch requires very little integration, we currently integrate with all major back office providers. If we currently do not integrate with the one you currently utilize, we are always happy to add them as an additional integration partner or work to integrate with your custom system. Additionally, we can integrate with many help desk and enterprise CRM platforms.



What languages and countries can FieldWatch monitor?

FieldWatch is globalized to support every language for both search and review. The platform offers multi-language support from in-language specialists around the globe, a partner network, robust reporting, scalability options, and on-going training as well as service to provide you with the most robust compliance monitoring and brand protection solution on the market today.

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Can FieldWatch identify violations in TikTok, YouTube & Facebook Live?

Yes! Utilizing AI-assisted technologies, FieldWatch transcribes online videos as well as audio files in order to flag and notate the precise locations of regulatory and policy violations. In this manner, your team will be able to immediately address the issues at hand instead of taking extra time to manually review media files in order to uncover the specific infraction. We also provide monitoring for all live video platforms such as YouTube, TikTok, Facebook Live, Instagram Stories, webcasts and more.



Will we be able to customize or add keywords to our program?

Both FieldWatch and FieldCheck integrate the most current high risk keywords and phrases according to regulatory bodies such as the FTC, FDA, SEC, DSA and DSSRC. These keywords are considered by regulators as high risk for all products and services. In addition, the platform enables your company to control all of its keywords and what is considered a violation according to your company's policies, including non-regulated issues around logo, brand, messaging and any keyword your company may consider worth identifying.



Do you have any guides or resources for workflows and templates?

Yes! We provide guides, resources and templates to help get you started and keep your company compliant. We also offer numerous educational materials for your company to edit, brand and share with your team, along with a community forum, and monthly meetings to assist your compliance staff with any questions or guidance they need.