

Infrastructure

The LeadMaster application resides on state-of-the-art industry standard server platforms. To maximize uptime, each server is configured with RAID Level 5 and hot-swap drives. Our primary production servers are backed up with real-time standby servers waiting to assume the identity of a production system in the event of failure. All database servers are duplicated on real-time back-up servers.

Physical security

LeadMaster's production equipment is housed at a **world-class network operations facility**. Staffed 24/7/365 by advanced technical and security personnel, the restricted access data center enforces strict security measures to ensure security of equipment and data, including identification checks. This facility possesses a Class-A government disaster rating against hurricanes, power failures, nuclear fallout and war related threats. Our data center location is also equipped with multiple backup systems in the event of power failure or natural disasters, including full redundant battery backup power, a diesel backup generator and hurricane disaster rating.

Reliability

To ensure continuous operation, LeadMaster manages fully redundant data lines from multiple carriers. In the event that one carrier experiences an outage, all system traffic is automatically transferred to an alternate carrier.

Perimeter defense and internal systems security

LeadMaster has taken rigorous measures to ensure the security of its network and servers as well as all data residing on the system. All data travels over a secure network with personnel strictly adhering to all security precautions. Multiple firewalls and operating system lock-down methods are in place to prevent unauthorized access. To further our intrusion detection procedures, our staff continually reviews security and network logs to identify vulnerabilities. Security patches are monitored and kept up to date on all servers.

Data backup

Data backups are performed in real-time to backup servers on standby to assume the identity of a failed system. In addition, all data is backed up daily to additional storage media devices. Media backups are stored for up to 30 days and transferred to an off-site storage location on a regular basis.

Data encryption

LeadMaster offers the strongest browser encryption available through 128-bit SSL data encryption in order to protect all client data transmitted to and from the system via the Internet. A signed security certificate ensures that confidential information cannot be viewed, intercepted or altered. Users are alerted to the secure status by a lock displayed in the browser window.

User authentication

Logon to the online LeadMaster system requires verification of a unique username and password, which the user may send encrypted via SSL.

Access control

LeadMaster controls access to each client database as well as to specific functions within the system. Custom user security permissions are defined in a security matrix developed in consultation with each client. This matrix identifies the client's unique user types and defines the access privileges imparted to users in each group. This system allows both flexibility and tight security, as it can allow or prohibit access to any or all functions within the system, as well as limiting access by geography or campaigns.

Logging

User activity within the system is logged to provide clients with an audit trail if the need arises.