

global relay archive for LinkedIn®

ARCHIVING & COMPLIANCE FOR SOCIAL MEDIA MESSAGING



LinkedIn® Messaging Compliance

The need for compliance in social networking.

LinkedIn is the world's largest professional networking site, delivering significant business value for firms using it for networking, customer communications, recruiting and more. However, in order to meet compliance requirements in the financial industry and other sectors, firms must ensure that LinkedIn messaging is properly archived and monitored.

Global Relay brings compliance to the LinkedIn community. Developed in partnership with LinkedIn, Global Relay Archive for LinkedIn is an in-house built solution that enables your firm to leverage the LinkedIn community while meeting the regulatory requirements for recordkeeping and supervision of electronic messaging found in the financial industry and other sectors. It is simple to setup and works automatically in the background to capture your firm's LinkedIn communications.

Compliance, Management & Security

Compliance — Regulatory requirements in the financial industry such as SEC Rule 17a-4, NASD Rules 3010 & 3110 and many others require firms to securely capture, archive and supervise electronic messaging. This includes social media such as LinkedIn, as noted in FINRA Notice 10-06. Global Relay Archive for LinkedIn is purpose-built for compliance. It automatically captures, indexes and stores all LinkedIn messaging — including Messages, Invitations, InMail, Profiles, Network Updates, Comments and more.

Global Relay Archive for LinkedIn automatically captures employees' LinkedIn messaging no matter where they are or how they access LinkedIn. This avoids a critical compliance gap that can occur with social media archiving

solutions (such as middleware) that work only when employees access LinkedIn from behind a proxy server on company premises. Once an account is authorized, Global Relay Archive for LinkedIn works in the background to capture LinkedIn messaging generated from anywhere including home computers and mobile devices. Crucially, Global Relay Archive for LinkedIn does not change the experience for LinkedIn users.

Global Relay Archive also features powerful built-in tools for message supervision and reporting — making compliance review and HR policy enforcement intuitive and straightforward. These allow compliance officers and managers to perform detailed reviews of all archived message types, including LinkedIn messaging. Since all users' messages are automatically captured, archived and displayed in context, a perfect record is created of "who said what when."

Management & Access — Global Relay Archive for LinkedIn integrates your firm's LinkedIn messaging into a single archive along with all the other message types archived by your firm. In addition to LinkedIn, Global Relay Archive supports a wide variety of message types, including email, instant messaging, BlackBerry, Bloomberg, Thomson Reuters, Twitter, Facebook and more. Having a single, unified archive for all your firm's messaging content means users can search and retrieve any past conversation quickly and easily — no matter when it took place or which technology was used.

Security — Having a solution in place for LinkedIn archiving and monitoring is the best way to help mitigate the risks of social media use within a firm. Global Relay Archive for LinkedIn is the perfect complement to your firm's social media policies and security procedures, as it can be used to enforce and monitor the internal policies set forth by your organization.

When every LinkedIn communication within a firm is captured and stored, the risks of liabilities such as noncompliant messages, information leaks and unproductive uses of time are reduced.

Easy Access — Global Relay provides convenient tools to search and retrieve archived messages anywhere, anytime — via web browser, Microsoft Outlook, BlackBerry or iPhone. Each message type, including LinkedIn messaging, is clearly presented in the archive in an intuitive, easy-to-read format and is identified by a unique icon.

Features & Benefits

Social Media Archiving

- LinkedIn messaging is automatically captured and archived no matter where employees are or what device they use to access LinkedIn (iPhone, BlackBerry, iPad, home PC etc.)
- Captures, indexes and stores every type of messaging within LinkedIn: Messages, Invitations, InMail, Profiles, Network Updates, Comments and more

Compliance, Security & eDiscovery

- Meets compliance, audit and litigation rules (SEC, FRCP, SOX, privacy)
- Archived LinkedIn messages are preserved on tamperproof storage with write-verification to ensure message authenticity
- Online search, retrieval, monitoring and audit tools for policy enforcement
- Advanced dual encryption to ensure privacy, confidentiality and non-disclosure
- Full audit trail reports
- Legal case management & eDiscovery tools

Message Management

- A unified archive stores LinkedIn messages alongside email, instant messaging (AOL, MSN, Yahoo!, GoogleTalk), BlackBerry, Bloomberg, Thomson Reuters, Pivot, YellowJacket, Twitter, Facebook and more
- Easy to set up and use — archiving does not affect LinkedIn user experience
- Perform any search query in seconds
- Hosted archive provides secure, centralized offsite storage Easy message export from the archive in PST format

For further information about Global Relay Archive for LinkedIn:

1.866.484.6630
www.globalrelay.com



How it Works

Setup

During the setup process, your firm's Compliance Officer will identify which employees within the firm will have their LinkedIn messaging captured and archived.

Each of those employees will receive an email inviting them to sign up for Global Relay Archive for LinkedIn. They will be directed to a secure signup page. There, the employee will enter their LinkedIn login credentials, authorizing Global Relay to capture and archive the LinkedIn messaging associated with their account. Once this process has been completed, no further action is required on the part of the LinkedIn user — data capture is automatic.

Archiving

Through a partnership with LinkedIn, Global Relay Archive is connected to the LinkedIn API. Whenever there is new messaging content generated within a user's LinkedIn account (such as a Message, Invitation or Status Update), that content is downloaded and ingested into Global Relay Archive.

As an evolving service, LinkedIn consistently adds features and modifications to the way its system works. Since Global Relay Archive connects directly to LinkedIn via API, the archiving of messaging is never disrupted by these changes. All LinkedIn messaging is time-date stamped, serialized and written to tamper-proof storage

to meet compliance requirements. LinkedIn messaging is automatically routed to a LinkedIn system folder in Global Relay Archive for easy access and identification.

Access

Once an employee's LinkedIn messaging is being archived, Compliance Officers can view, search, monitor, review and report on that messaging via the Global Relay Archive secure web interface. All LinkedIn messaging is displayed in context — within the archive, the messaging has the same appearance as it does on LinkedIn. Employees with Standard User access can search their own archived messages, including LinkedIn messages, via web, Microsoft Outlook, BlackBerry or iPhone.

With Global Relay Archive for LinkedIn, communications on LinkedIn are captured



and archived no matter where the user is or which device is being used — including smartphones. This is a critical consideration for ensuring regulatory compliance and risk management. In addition, Global Relay offers iPhone and BlackBerry apps to search and retrieve archived messages.

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Policy Enforcement & Access Controls for Social Media

With a combination of archiving, policies and education, firms can make full use of social media services while remaining compliant. However, some organizations prefer to add a technology solution to enable policy enforcement and access controls.

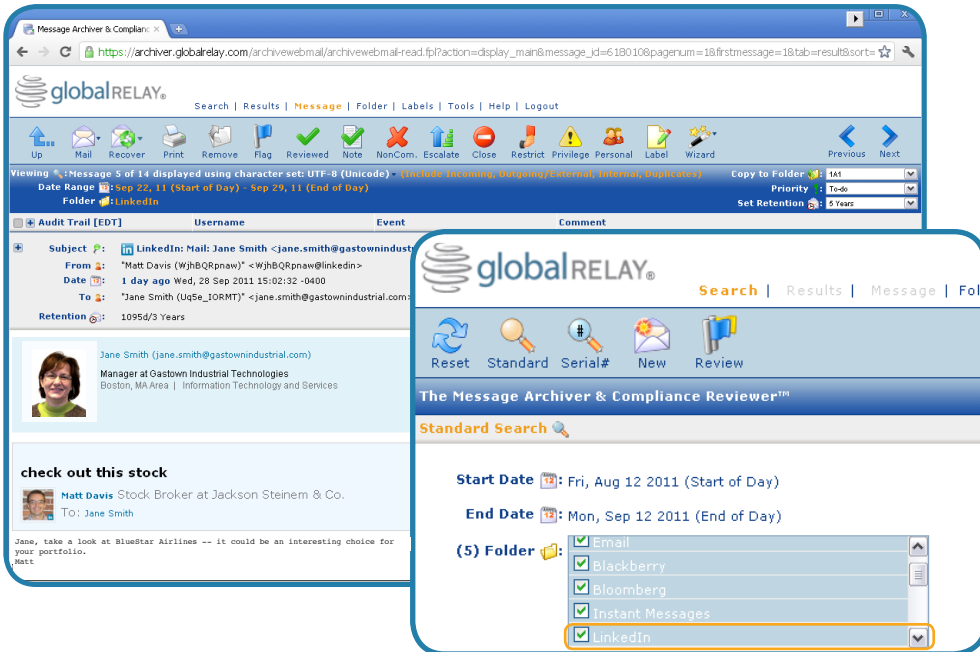
Through trusted technology partners, Global Relay also offers these additional capabilities.

Pre-review functionality is the ability to require firm Principals, Compliance Officers or Legal departments to moderate specific types of LinkedIn messaging before it is visible to the public. With this feature, selected LinkedIn communication types are added to a queue for supervisor review before being posted live to LinkedIn.

Feature-specific Application Controls are features to block specific features of social media sites. If certain aspects of LinkedIn are not essential for your firm's business and guaranteed, they can be restricted.

Employee-specific Access Controls are controls to customize LinkedIn access levels for specific users. For example, administrative staff might be granted only read-only access to LinkedIn, but registered representatives may have the right to send messages and post status updates.

Global Relay Archive for LinkedIn captures every type of communication within LinkedIn — including Messages, Invitations, InMail, Profiles, Network Updates, Comments and more. A LinkedIn message is shown here.



Global Relay Archive provides a single search across all archived message types — including LinkedIn communications.

About Global Relay

Founded in 1999, Global Relay is the expert in Compliance Messaging Solutions — including Archiving, eDiscovery, Mobile Messaging and Collaboration.

Global Relay's 15,000 customers in 90 countries include broker-dealers, hedge funds, investment advisors and public companies, as well as 22 of the top 25 global banks. Global Relay has strategic partnerships worldwide, including a global Strategic Partnership with Thomson Reuters for compliance archiving.

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