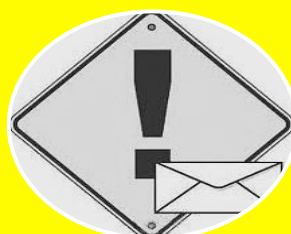# Anti-Botnet Ecosystem

OTA Online Trust Alliance

Prevent
- Educate against social engineering
- Protect devices, OS & apps
- Mitigate & limit attack vectors & exploits
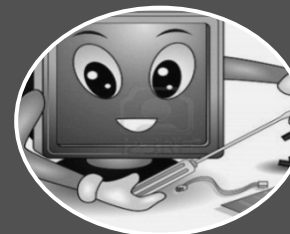- R & D
- Secure infrastructure

Detect
- Acct. Abuse
- Anomalous Sys Behavior
- Complaints
- Fraudulent Email
- Net Traffic
- Sinkholes
- System Scans

Notify
To: End Users, Business, Govt, Law Enforcement

- Email
- Redirects,
- Postal mail
- Phone
- SMS
- Teachable moments

Remediate
- Guidance
- Legal Action
- Local Support
- Repair & Restore
- Resources
- Support
- Tools
- Take Down

Recover
- Account credentials
- Credit
- Data
- Financials
- Identity
- Intellectual Property
- PII
- Reputation *(users, sites & businesses)*

Collaboration, Education, Best Practices, Metrics and R&D
Shared Responsibility among End-Users, Industry, Public & Private Sector

LEARN · INNOVATE · COLLABORATE