

## **RETAILTRUST PARTNERS WITH BLOCKAPT TO PREVENT CYBER FRAUD.**

***BlockAPT announces an exciting partnership with retailTRUST, the leading charity for the retail sector***

**London, UK – 20 October 2020** – BlockAPT (member of the Government backed LORCA Cyber Accelerator) today announces an exciting partnership with retailTRUST, the UK's leading charity for everyone involved with retail.

retailTRUST believes that the health of retail colleagues is a foundation of the ongoing success of British retail. Since 1832, the Trust has been at the heart of how the retail industry cares for, protects and improves the lives of its most valuable asset – its people. Today, thanks to the support the industry gives, they help retailers look after the wellbeing of their people via access to career-changing learning and development; financial, emotional and physical wellbeing services and supported-living estates.

With a heritage spanning over 186 years, retailTRUST has the honour of having Her Majesty The Queen being their patron since 1948. As the wellbeing charity for the retail sector, retailTRUST is an Associate Member of the British Retail Consortium (BRC). Their mission is to improve the lives of all involved with retail and the supporting service industries.

The Trust's support ranges across the supply chain including wholesaling, distribution, manufacturing and logistics. By partnering with BlockAPT, the charity is leading by example securing their digital ecosystem in a seamless, flexible and reliable way.

With the retail industry's changing risk posture in the current climate, retailers are struggling with increasingly sophisticated cyber threats including phishing, identity theft and ransomware resulting in loss of customer loyalty and advocacy.

With a strategic phased approach, BlockAPT's central security and management platform will initially protect and secure the RetailTRUST website with ongoing plans to deliver additional protection services through BlockAPT's Monitor, Manage, Automate and Respond (MMAR) framework.

**Zafar Karim, Co-Founder & CEO of BlockAPT** said: "We are truly delighted to work in partnership with retailTRUST. With the current COVID-19 pandemic, the retail sector has

become one of the easiest targets for cyber attackers. Our BlockAPT platform has been designed to reduce complexities in businesses by providing better security in a self-protection and preventative manner stopping persistent and future attacks”.

**Pirra Elford, Head of ICT at retailTRUST** said: “It is a pleasure to partner with BlockAPT as our preferred cybersecurity technology partner. They share our values on protecting businesses in the retail industry from disruption during these uncertain times, supporting and educating our retail members and combined with their cybersecurity expertise, we can plan to lead the way by demonstrating how our members can benefit from the use of adaptable, innovative data security and protection against cyber attackers.”.

To find out more about BlockAPT, please visit: <https://www.blockapt.com/>

To find out more about retailTRUST, please visit: <https://www.retailtrust.org.uk>

## **ENDS**

### **About BlockAPT**

BlockAPT protects customers' digital assets by unifying operational technologies against advanced persistent threats. It brings together automated threat intelligence, vulnerability management, device management and incident response management under one platform to help businesses' Monitor, Manage, Automate and Respond (MMAR) to cyberthreats proactively and in a preventative manner.

Created by Founder and CTO, Marco Essomba, the advanced platform offers deep integration throughout multiple layers of security. The BlockAPT platform can be deployed within hours, in the cloud or on premise, as a single pane of glass solution working seamlessly and intelligently in the background to safeguard businesses digital environments.

BlockAPT is headquartered in London, UK. For more information please visit: <https://www.blockapt.com/>

### **About retailTRUST**

retailTRUST believes that the health of all our colleagues is a foundation of the ongoing success of British retail. Since 1832, we have been at the heart of how the retail industry cares for, protects and improves the lives of its most valuable asset – its people.

Our vision is to build a coalition of businesses and leaders that recognises the responsibility the industry has to look after the people that contribute to its financial success, and build a healthy,

happy, diverse and inclusive workforce that reflects retail's position as the premier industry in the UK economy.

Today, thanks to the support the industry gives us, we help retailers look after the wellbeing of their most vital asset, their people via access to career-changing learning and development; financial, emotional and physical wellbeing services and supported-living estates.

For more information, please visit <https://www.retailtrust.org.uk>

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