Digital Compliance: How to Capture and Archive Dynamic Content

How web archiving enables firms to deliver personalised web experiences and capture compliant records
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MirrorWeb exists to capture, archive and preserve web-based content. Born out of a large scale web preservation project on behalf of the UK Government, our vision is to give organisations ownership of their digital truth.

From financial services to public sector entities, we ensure online information and communications are recorded to meet compliance, storage and digital preservation needs.
Almost all global companies (95%) are seeking new ways of engaging customers as a result of COVID-19. And, 92% say transforming digital communications is extremely or very critical to address current business challenges.

Covid-19 has become a digital accelerant for financial services, propelling the industry forward.

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Your website is still the face of your business

The race is on for financial services to meaningfully engage with customers via online channels. Firms must cut through the noise, avoiding bland web experiences and irrelevant offers. You need to deliver value in context with your customer’s situation and needs, trust will be key during Covid and for the years that follow.

‘Personalization will be the prime driver of marketing success within five years.’

McKinsey & Company
Sitecore is the marketers dream...

Sitecore give marketers the control and power they need. You can deliver great web experiences and better nurture prospects and customers.

LOCATION

DEVICE-SPECIFIC

TRANSACTIONAL

BEHAVIOUR

JOURNEYS

OMNICHANNEL
But, a *compliance* nightmare?

You’ve built a modern, personalised website to meet the demand of your customers. The spanner in the works? Balancing the needs of compliance and marketing. The most common challenges include:

- Capturing and retaining records of website communications.
- Monitoring updates and changes to online content.
- Evidencing what was communicated and when.
Can you be partially compliant?

Sadly, not. In the eyes of the regulator, you’re either capturing complete records of your online communications or you’re not. Half compliance is often viewed as non-compliance.

Most of the traditional methods for record-keeping and archiving – such as PDF capture and screenshot capture – are now insufficient in capturing digital experiences. These capture mediums aren’t tamperproof, timestamped or able to intelligently capture dynamic content, resulting in broken or incomplete records.
Non-compliance risk has been creeping up

- 2017: £900,000 issued in fines
- 2018: £60.4 million issued in fines
- 2019: £392 million issued in fines
Evidencing online communications

A huge component in staying compliant is the ability to evidence compliance – hence why record-keeping is critical.

You can meet all of the rules, ensure your financial promotions are fair, clear and not misleading, even market personal recommendations suited to your customers, but if records aren’t accurate and can’t be evidenced then non-compliance risk will increase.
An **opportunity** for financial services?

Brands that provide demonstrable utility and value whilst protecting customers interests will likely fare much better in the current climate than those whose purpose is unclear.

Great web experiences (personalisation) + improved online compliance

= better reputation and brand perception
What are the biggest challenges in archiving your dynamic content?

- Failure to capture a complete record
- Resource intensive & prone to error
- Scaleability and storage
- Making the experience replayable
- Compliant medium that's tamperproof
- Accessibility and search

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An introduction to website archiving
What is **website archiving**?

Website archiving is the process of crawling web-content (including all of the digital assets they contain) and preserving them in a lasting digital archive.

Web archiving is the only way of capturing online records in a form that’s timestamped, legally admissible and available for replay.

Many firms struggle to capture records of their websites due to inherent complexities of the web – dynamic CMS content, vast data sets and rich media.
MirrorWeb’s web archiving platform enables firms to capture and archive digital web estates at scale.

No matter the size or complexity, our very own in-house Electrolyte crawler is capable of archiving dynamic content, conduct localised capture from any country and ensure we always capture what was served online. A quality collection ensures that firms have on-demand access to compliant records.
Capture what your customers see

Through our platform, every website is captured and instantly available for replay. Plus, our advanced search and index capabilities make it easy to search through historic web records so you can always find the content you need.

For example, if a regulator or customer reports misinformation, our customers use the MirrorWeb portal to find and evidence the content in question.
Solve common compliance challenges

**RECORD CAPTURE**

Every day large numbers of dynamic webpages are being updated, published and removed – this makes archiving and compliance requirements difficult to meet. Website archiving addresses this challenge.

**AUDITING EFFICIENCY**

Firms often conduct quarterly compliance reviews, outlining all of the changes to online content across each period. With MirrorWeb, firms are able to easily evidence all of revisions and changes that have occurred across their web estates.

**PROVE COMPLIANCE**

Firms may need to prove what was published on their websites from a specific point in time. Website archiving allows firms to capture compliant records that are immutable and support legal admissions.
The key features of web archiving

- Daily Website Capture
- Approvals Process Archiving
- Downloadable Archives
- Archive Compare Tool
- Localised Site Capture
- Single Page Snapshots
- Personalisation Archiving
- Intranet Capture
- Content Monitoring

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Website archiving technical deep dive
We operate our crawls on a one-to-one approach, this means each web crawl runs on its own server in AWS. Through Electrolyte we can conduct browser-based content capture meaning we see and capture what your customers see.

Modern websites are full of dynamic content. Additionally, throughout the life of the crawl server, the crawls are constantly monitored by the customer success team.
Advanced **crawl, indexing and storage capabilities**

Our web crawling technology is the fastest and most accurate, producing the highest fidelity archives.

- Proprietary indexing tools enable MirrorWeb to process billions of documents at industry leading speeds and full text search across multi-TB data sets.

- MirrorWeb embraces the full Amazon Web Services stack using cutting edge technology such as Lambda, Serverless, Step Functions, dedicated EC2 instances, and more.

- Unparalleled data storage and data management capacity that conforms to government and regulatory data management requirements covering the FCA, FINRA, SEC, ESMA, etc.

- Cloud-based technology that allows the client to choose where data is stored, supporting data sovereignty requirements.
Behind the **archival data**

Every archive is time-stamped, immutable and held as a legally admissible record that you own. All records are ISO/WORM compliant and can be accessed on-demand.

We surface all meta-data and give you access to advanced crawl reports, including a full breakdown of MIME types, allowing you to extract and dissect web data like never before.
See the platform in action

With MirrorWeb, you’re able to capture legally admissible records of your websites, drive compliance costs down and improve digital oversight. To receive a personalised demo of the platform, simply click below to schedule in time with one of our experts.

Schedule a demo