

# PROXYWARE IMPACT REPORT

Q4 2025 | Protecting People





# Executive Summary

In Q4 2025, Proxyware demonstrated measurable impact across senior living communities and school environments, validating that digital harm can be prevented when addressed at its source.

Across Virginia senior living communities, Proxyware disrupted scam and malware pathways before reaching residents, preventing more than \$20.2 million in financial losses over 12 months across six communities. This reflects real-world interception of investment scams, tech support fraud, malware delivery, and phishing attacks before exposure occurred.

In school environments, deployments in a Virginia Public School district revealed that children are routinely exposed to harmful content, scams, and malicious infrastructure through everyday browsing activity, not intentional misuse.

## THIS QUARTER HIGHLIGHTS

- More than \$20M in senior financial fraud prevented across Virginia communities
- Real-world school deployments uncovering 10,800+ threat events in a single month
- Identification of systemic exposure to unsafe content, cloaked ads, and malware targeting students
- Validation of a prevention-first, upstream approach to digital safety



# Q1 2026 Growth Highlights

## TOTAL REACH

Proxyware expanded its presence across senior living communities and school systems in *Arkansas, Colorado, District of Columbia, North Carolina, Maryland, Michigan, Missouri, New York, Pennsylvania, Texas, and Virginia, West Virginia*, with impact extending beyond installation sites through upstream threat disruption.

## GROWTH IN LOCATIONS

### Senior Living Communities Added:

- Senior Living Community, Denver, CO
- Senior Living Community, Novi, MI
- Senior Living Community, Mathis, NC
- Senior Living Community, Glen Mills, PA

### K-12 School Systems Added:

- The Invictus Project
- Christian Academy Searcy, AR
- Washington County Public Schools, VA

New senior communities added	4
New school systems added	3
Cumulative people protected	65,952
Cumulative attacks disrupted	314,778
Cumulative dollars protected	\$ 75,114,838



# IMPACT IN ACTION

## Senior Protection: Virginia Attorney General Pilot

Across eight Virginia senior living communities, Proxyware identified and disrupted malicious activity before it reached residents.

### Prevented Loss by Attack Category:

- Investment Fraud: \$11.4M+
- Tech Support Scams: \$4.6M+
- Malware: \$3.4M+
- Credit Card / Check Fraud: \$700K+
- Phishing / Spoofing: \$32K+

**Total Prevented Loss: \$20,243,518**

These attacks were not isolated. They originated from coordinated scam ecosystems designed to exploit trust, urgency, and familiarity.

### KEY INSIGHT

Financial fraud targeting seniors is not random. It is systematic, scalable, and preventable when malicious infrastructure is identified and removed before exposure.



# IMPACT IN ACTION

## Protecting Students: Christian Academy, Searcy, AR

At an Arkansas Christian Academy, Proxyware revealed widespread exposure to harmful content and malicious infrastructure during routine student activity.

### Observed Activity

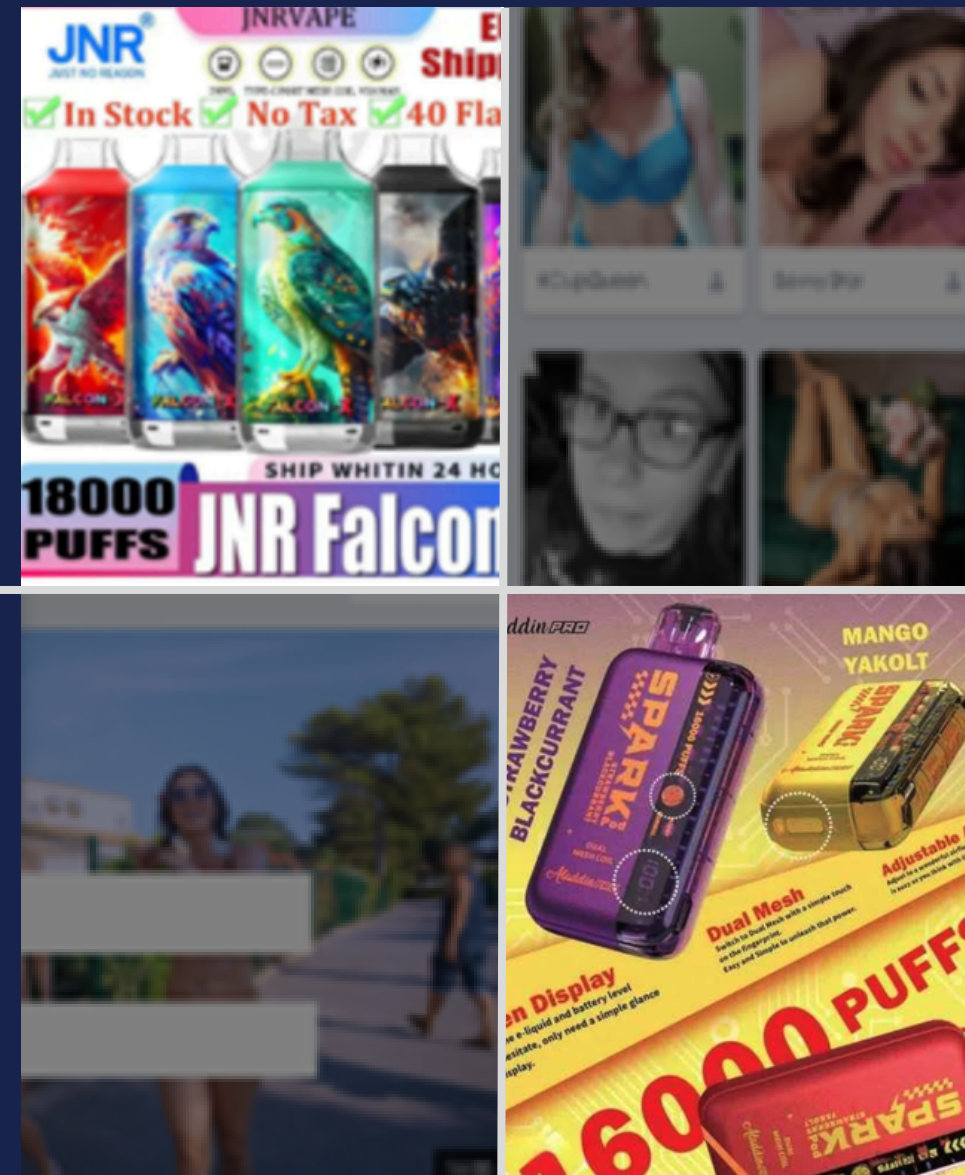
- Over 10,800 verified digital threat events in one month
- Ads and websites promoting:
  - Vaping and e-cigarettes
  - Drugs and controlled substances
  - Violence and weapons
- Malware and scams disguised as:
  - Study tools
  - Browser extensions
  - Educational resources

### Additional Findings:

- Approximately 70% of adult-content sites lacked meaningful age verification
- Cloaked ads bypassed safeguards and redirected to restricted content
- Exposure occurred through ads, search, and standard browsing behavior

### Key Insight

Children are not seeking out harmful content. It is being delivered to them through the same systems that power everyday internet experiences.





# Attack Trends & Insights

## Attack Patterns Across Environments

Q4 2025 data reveals consistent patterns across both senior and school environments:

- Trusted websites and ad networks are primary delivery mechanisms
- Backdoor and malware-based attacks enable deeper exploitation
- Scam ecosystems are highly organized and financially motivated
- Cloaking techniques are used to bypass review systems and safeguards
- Threats are delivered passively through normal online behavior

### What this tells us:

Digital crime is not confined to suspicious websites or risky behavior. It is embedded within everyday online experiences, making traditional defenses insufficient.



# Priorities & Recommendations



## **SCALE SENIOR PROTECTION PROGRAMS**

Expanding deployments across senior communities can prevent tens of millions in financial losses annually.

## **EXPAND K-12 COVERAGE**

School environments require upstream protection to reduce exposure to harmful content and exploitation pathways.

## **STRENGTHEN PUBLIC-PRIVATE PARTNERSHIPS**

Collaboration with schools, law enforcement, and state agencies is critical to identifying and disrupting threats early.

## **FOCUS ON SOURCE-LEVEL DISRUPTION**

The most effective strategy is removing malicious infrastructure, not just blocking it after exposure.



# Take Action: Protect Your Community

Digital harm is not the result of user behavior, it is delivered through everyday online experiences. Seniors are targeted with financial scams. Children are exposed to harmful content and exploitation pathways.

**Traditional approaches respond after the damage is done. Proxyware prevents it.**

By identifying and removing malicious infrastructure at the source, Proxyware protects entire communities before threats ever reach them.

## WHY LEADERS ARE ACTING

- Proven impact: \$20M+ in senior financial loss prevented, 10,800 exploitative ads identified and stopped
- Supports enforcement of adult content age-verification laws by identifying and alerting non-compliant sites
- No disruption to users, devices, or networks
- Immediate, measurable results

**Contact Sarah Ralston to get started: [sarah@proxyware.com](mailto:sarah@proxyware.com)**



## STATE LEADERS & ATTORNEYS GENERAL

Launch a pilot across schools or senior communities to reduce fraud and digital harm at scale.



## SCHOOL SYSTEMS

Get Proxyware to protect students from harmful content, scams, and exploitation and gain visibility into non-compliant sites and enforcement gaps.



## SENIOR COMMUNITIES

Install Proxyware to stop financial scams before they reach residents and reduce risk across your network.





# DIGITAL THREAT ANALYSIS

Powered by

**PROXYWARE**

[www.Proxyware.com](http://www.Proxyware.com)