

## Information Technology in Assessing Risks and Threats in the Transition of the Brand to the Digital Environment

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**Abstract :** This article discusses the concept of rebranding and its relationship to cybersecurity. Rebranding is the process of changing the appearance and image of a company or organization in order to appeal to new customers or change the perception of a company. It can be a powerful tool for businesses looking to renew their reputation or expand into new markets. In today's digital age, companies increasingly rely on technology and the internet to conduct business; rebranding can also present significant cybersecurity risks. This is because a rebranding effort can create new vulnerabilities for companies, particularly in terms of their online presence. This article explores the potential hazards associated with rebranding and provides recommendations for mitigating those risks. It also highlights the importance of considering cybersecurity in the rebranding process and how it can be integrated into the overall strategy for a successful and secure rebranding.

**Keywords :** rebranding, cybersecurity, cyberattack, logo, vulnerability

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