Asset Attribution Guide

Discovering a host does not make it yours.

A practical approach to reviewing external asset ownership and separating evidence from testing permission.

01

Treat discovery as a candidate

A public address, certificate or brand relationship can suggest association without establishing ownership. Shared hosting, contractors and acquisitions require particular care.

02

Corroborate independent signals

Review certificate lineage, DNS/SOA relationships, WHOIS/RDAP records, favicon or TLS fingerprints, and address/domain reputation as a combined evidence set.

03

Keep the decision reviewable

Record the evidence, reviewer, decision date and rationale. Revisit disputed or changing relationships rather than promoting assets solely because they look familiar.

04

Separate confidence from permission

Confirmed attribution is one condition for active assessment. Explicit customer authorization and an agreed testing scope are also required.

05

Test difficult examples

During evaluation, review a shared host, a retired domain and a supplier-managed service. Ask how uncertain assets are handled and how decisions can be challenged.

Use the same evidence standard.

Apply a common authorized scope, retain the reasoning and agree measurable acceptance criteria. Raw asset or alert counts do not establish an operational outcome.

YOUR NEXT STEP

Bring your questions to a scoped ASM discussion.

Review your footprint, ownership challenges and evaluation objectives with the ClearSkies team.

Request an ASM Visibility Assessment