securiti

Sensitive **Data Intelligence**

Securiti can help transform existing, manual and fragmented data management & governance processes into automated Sensitive Data Intelligence to power privacy and security functions.

For organizations, their customer's personal information is one of their most valuable assets. Organizations may hold personal data attributes such as demographic, financial, health and location information.

There is also a tendency to hold onto data for longer periods of time to analyze historical patterns and identify trends to offer better and more targeted products, and in some cases it is simply too hard to identify and dispose of legacy data.

Despite personal information being an essential part of business operations, organizations have tended to underinvest in managing it.

However, privacy regulations such as California Consumer Privacy Act (CCPA), the EU General Data Protection Regulation (GDPR) and in Brazil, India, Japan, Australia, Canada and many others seek to provide transparency on how personal information is collected and processed.

A key challenge most organizations face is that data administrators have limited visibility into personal data since it is distributed across a large number of on-premises, hybrid and multicloud data assets. In the current regulatory climate, it is essential to have complete visibility into all personal data including and understanding of:

Whose data it is
What data is held
Who is accessing the data
Where the data is stored

A few examples where this information is required for privacy compliance include:

Data Subject Rights (DSR) Requests

A DSR provides individuals rights to ask organizations what personal data they hold. Organizations are required to honor user requests by providing copies of their data, or requests to update or delete their information. All of this needs to be done in a defined time period to comply with privacy laws.

Cloud Data Migration

Migrating on-premises data to cloud data warehouses and data lakes require organizations to know what personal data is migrated, and where it resides - to manage risk and ensure you comply with data sovereignty requirements across multiple jurisdictions.

Data Mapping

Without a clear understanding of how personal data is collected and processed organizations can run into privacy and security risks. The best way to manage this risk is to map data processing activities using Data Maps. This can also enable Records of Processing Activity (RoPA) reports required to fulfill regulatory requirements such as the EU GDPR's Article 30.

Privacy aware SDLC

Traditional privacy assessment processes do not fit well with an agile software development lifecycle (SDLC). To incorporate privacy principles into products and services, organizations need to embed dynamic assessment processes into SDLC that trigger assessments every time new and sensitive data attributes appear in their software products

Breach Notifications

Data breaches can have a significant impact on brand, reputation, and customer trust. Privacy laws require organizations to disclose data breaches to specific individuals and relevant regulatory bodies within a specific time frame.

Data Protection

To minimize the risk of data breaches or non-compliance organizations have to understand their data risk profile, identify emerging risk areas in a timely manner, and implement necessary controls before data is exposed in case of a breach.

Solution

Securiti offers a Sensitive Data Intelligence product to help organizations address these use-cases. With Sensitive Data Intelligence, organizations get

Asset and Data Discovery

Discover hundreds of personal and sensitive data attributes in your data assets: such as name, phone number, email address, credit card number, social security number, and medical ID in any structured or unstructured data assets.

Complete visibility into all personal data and its location. This is the foundation for well-managed security and privacy functions.

People-Data-Graph

Automatically link all personal data to its owner, i.e. your customers, users and employees.

Fulfill DSR requests within days instead of weeks or months and increase your customer's confidence about your privacy practices

Sensitive Data Catalog

Maintain a central repository for all structured and unstructured data including privacy and security metadata associated with data assets to review & enforce governance policies such as data retention.

Assess personal data in data stores, and develop automated Data Maps to fulfill compliance reports

Data Risk

A risk score is determined for all your data sets to help prioritize risk remediation activities and ensure data protection requirements are identified and mitigated.

Ensure targeted allocation of budgets to remediate high risk, high priority areas and reduce misallocated budget.

Data Classification

Automatically classify structured data showing types and volume of personal data present in DBs, tables, columns, and detect sensitive files (among unstructured data) such as financial statements, RFPs, invoices, source codes etc.

Identify high risk data and ensure security controls are enabled to mitigate risk of data exposure.

Policy and Workflow Engine

A flexible toolkit that can automate privacy, security and governance functions such as DSRs and Data Mapping.

Instantly reduce manual effort, and demonstrate clear ROI from your investment

Business Benefits

With the help of Securiti, organizations accomplish several benefits:

Mitigation of privacy risks

With complete visibility into personal and sensitive data, organizations can build products and undertake digital transformation while mitigating privacy and security risks

Lower total-cost-of-ownership

Deploy, manage and operate Sensitive Data Intelligence to gather insights about personal data from any data asset whether structured or unstructured eliminating the need for specific tools made for one type of data asset.

Instant return-on-investment (ROI)

With AI and bots, administrators can automate fulfillment of use-cases such as DSRs reducing manual burden and scaling as necessary. Securiti can accelerate compliance tasks, increase accuracy of data use and enable better informed business decision-making.

EXPERIENCE

Sensitive Data Intelligence

Identify any sensitive data across your organization in structured and unstructured systems. Automate data privacy, security & governance

scan the QR code | email us at sales@securiti.ai

Data Security

Sensitive Data Intelligence

Data Privacy

Visit us online at **Securiti** to learn more about how our platform can help you address all of your privacy compliance requirements and priorities.