THALES

Build a strong foundation for data privacy and security

Data privacy in the spotlight

Today, the volume of enterprise data is exploding across industries! We talk about petabytes, and even exabytes, of data strewn across data centers, file shares, databases, and cloud storage and backups. Yet, a few organizations have the visibility of their sensitive data they need to protect it.

Most businesses simply do not know what sensitive data they have, where it is, how it flows, who can access it, and its risk of exposure. In organizations that are complex or have siloes of data, the lack of a clear view of sensitive data can make it very difficult to apply effective policies and controls to protect this most critical asset.

Third-party risk is also a big concern. Vendors, partners, service providers, and others you share data with all add to your organization's risk not only for a data breach or a failed audit, but also collateral damage to your customers' trust, your brand value, and your partner ecosystem.

Recently, a number of high-profile data breaches have put data privacy in the spotlight. From lost business and reputational damage to devastating financial and legal consequences, the impact of a data breach can haunt companies for years.

However, that is just a part of the story. Stringent data privacy laws continue to pop up around the world. This ever-evolving regulatory landscape leaves companies to interpret and comply with a growing patchwork of state, global, and industry-specific data privacy and security laws, creating significant risks for compliance. Clearly, companies need a simpler way to comply.

Data privacy versus data security

Data privacy and data security share a common goal to protect sensitive data, but they are not the same.

Data privacy focuses on the use and governance of personal data. It defines the policies to ensure that consumers' personal information is collected, shared, and processed in appropriate ways. It is about who has authorized access, and who can define or control it.

Data security focuses on protecting sensitive data from unauthorized access, malicious attacks, or misuse. A variety of tools, encryption techniques, and identity and access controls can be used to enforce policies and secure data.

For example, your organization may have deployed multiple layers of defense—encryption, key management, and access controls—to secure the sensitive data of your customers. But, if that data was collected, used, or shared with third parties without your customer's consent, you may be violating data privacy laws, even if the data is secured.

Thales Cipher Trust Data Discovery and Classification

Thales CipherTrust Data Discovery and Classification enables your organization to get complete visibility of sensitive data with efficient data discovery, classification, and risk analysis across cloud, big data, and traditional environments.

A 'single pane of glass' with rich visualizations and insights allows you to get a clear understanding of what sensitive data you have, where it resides, and its risk of exposure.

You can more easily uncover and mitigate privacy risks, enforce data sovereignty, and comply with a growing number of data privacy and security regulations, such as, CCPA, PCI DSS and HIPAA.

Thales CipherTrust Data Discovery and Classification is part of Thales next-generation CipherTrust Data Security Platform (CDSP).

A single pane of glass to uncover and mitigate data privacy risks

Thales CipherTrust Data Discovery and Classification streamlines the workflow from policy configuration, discovery, and classification, to risk analysis and reporting, enabling you to proactively mitigate risks and respond to evolving regulatory challenges.

1. **Policies:** Define your data privacy policies, data stores, classification profiles, and scans.
2. **Discovery:** Locate both structured and unstructured sensitive data across the entire enterprise in multi-cloud, big data, relational databases, or file storage systems.
3. **Classification:** Classify sensitive data, such as national IDs, financial data, and personal data, based on built-in templates or market-proven classification techniques.
4. **Risk analysis:** Understand your data and its risks with rich visualizations and risk scores.
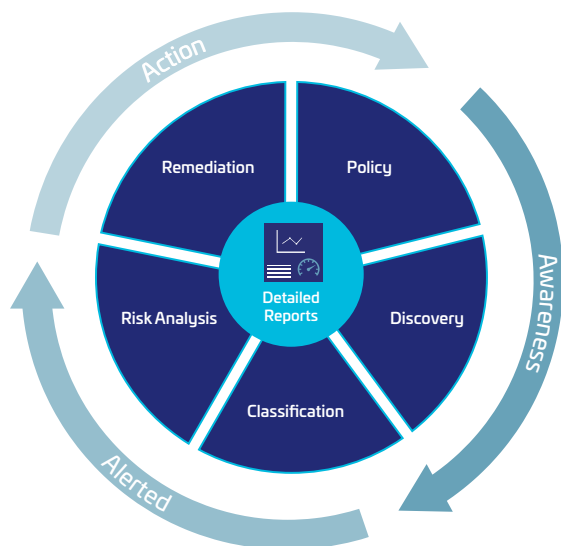
5. **Remediation:** Remediate the risks with Thales' market-leading encryption and tokenization solutions.
6. **Detailed reports** Leverage charts and reports for risk analysis, status, and alerts throughout the data lifecycle.

Why Thales CipherTrust Data Discovery and Classification

Effective solution for enterprise-wide data privacy

- Efficiently locates structured and unstructured sensitive data across cloud, big data, and traditional data stores.
- Provides a comprehensive set of built-in templates for rapid discovery of your regulated or sensitive data.
- Available in agentless and/or agent-based deployment modes for reduced complexity and easy scalability.
- Offers a streamlined workflow that eliminates security blind spots and allows you to enforce unified policies.

Single pane of glass for complete visibility and control

- A centralized console with rich visualizations offers a clear view of sensitive data, allowing your organization to make informed decisions about cloud migration, data sharing, and risk remediation.
- Risk scores enable your security teams to uncover and close privacy gaps and prioritize remediation efforts.

Demonstrate compliance

- Detailed reports help your auditors demonstrate compliance to various regulations and business laws.
- Efficient scans enable you to build a strong foundation for your enterprise-wide data privacy and security.

Next steps

Leaving data privacy and security to chance is not an option! That is why Thales is working towards a broader vision of simplifying the process of managing and protecting sensitive data–from discovery, classification, and risk analysis to protection, and reporting–with a single unified platform.

Expect more to come in the next few months as we add advanced capabilities, such as machine learning, detailed dashboard, and tighter integration with our market-leading data encryption and key management solutions for holistic data privacy and security.

Visit our website or contact us to find out how we can help you address your gaps in overall data security readiness.

About Thales

The people you rely on to protect your privacy rely on Thales to protect their data. When it comes to data security, organizations are faced with an increasing number of decisive moments. Whether the moment is building an encryption strategy, moving to the cloud, or meeting compliance mandates, you can rely on Thales to secure your digital transformation.

Decisive technology for decisive moments.