

Privacy Data Risk Monitoring and Protection

Regulatory Compliance Without Rule or Policy Maintenance

Summary

Challenge

Enterprises manage millions of documents and dozens of databases. Many contain PII and other sensitive data that's hard to find and protect.

Today's Reality

Data loss is a daily occurrence. Breaches can take months to find and compliance demands are getting harder and harder to meet.

Concentric's Focus

Fast, accurate and efficient responses to data subject access requests, breach notifications and deletion requests.

Our Unique Approach

We use artificial intelligence to find and fix risky access configurations, sharing and usage of PII and customer data.

Solution Benefits

- No need for complex, hard-to-maintain rules and policies
- Comprehensive PII data discovery, categorization and risk assessment
- Meet regulatory mandates for right-to-know, breach notification and right-to-be-forgotten requests and avoid customer data loss

Overview

Europe's General Data Protection Rules (GDPR) and California's Consumer Privacy Act (CCPA), regulate how organizations can use personally identifiable information (PII). Businesses with information about anyone – from customers and patients to employees and website visitors – have new mandates for data transparency and protection, regardless of when it was collected or how it's being used.

The price of non-compliance can be high. According to the [2020 Ponemon Cost of a Data Breach report](#), the average cost of a breach is US\$3.86M. The average time to contain a breach is 280 days. PII is the most frequently compromised data type – as well as the costliest – at \$150 per record. And threats are on the rise. In the retail sector, for example, the number of exposed records grew by [284% from 2018 to 2019](#).

Unfortunately, few organizations are ready to meet these mandates. Fewer still have the ability to manage ongoing privacy data risks. The problem? PII is everywhere, from the databases that power your business to the millions of documents your employees use every day. Successful compliance and risk mitigation starts with knowing what you have.

That's where Concentric comes in. Our Semantic Intelligence™ solution uses deep learning to scan and understand all your regulated data, wherever it's stored. Our patent-pending Risk Distance™ analysis autonomously identifies PII, how it's used and whether it's at risk. We give you the information you need to complete compliance tasks today and protect you from PII data loss tomorrow.

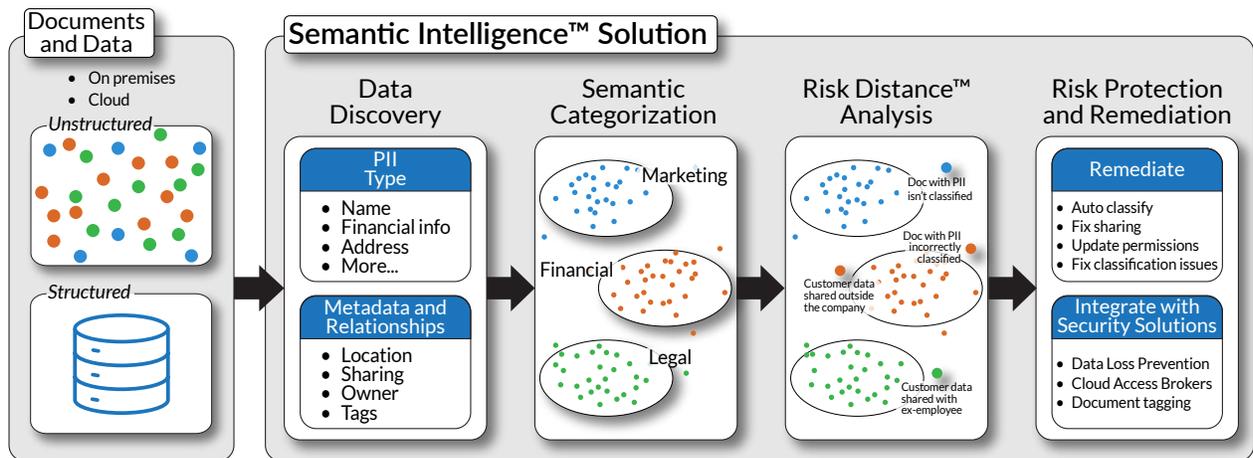
Operation and Integration

- Concentric's deep learning engine scans and understands your data, wherever it's stored
- Extended contextual insights pinpoint PII, how it's being used, where it's located and whether it's at risk
- Risk Distance™ for rule free data risk identification
 - » Inappropriate sharing with third parties
 - » Data stored in the wrong location
 - » Inappropriate access permissions
 - » Improper or missing file classification
- Easy, autonomous remediation fixes file issues and reduces odds of a breach
- Improve DLP, CASB and file classification accuracy without rule and policy management

Frequently Asked Questions

Can Concentric find PII across all my data stores?

We connect to on-premises unstructured data storage, structured databases and cloud services. That means we can find PII wherever you've stored it.



Summary

Concentric's powerful deep learning technology finds PII data and gives you an unparalleled contextual understanding of each document. With Concentric, you'll quickly identify files with PII, understand how each file's being used, and immediately understand any risks posed. We can help you respond to DSRs, demonstrate data access control to auditors and mitigate ongoing risk – all without complex rules or unreliable user classification. Your data speaks for itself. Concentric knows how to listen.

Has all my customer data been classified correctly?

Concentric checks each file's classification and compares it to similar peer files. We can identify unclassified and mis-classified files without needing manually-maintained rules or policies.

Is my customer or PII data shared appropriately?

Our Risk Distance analysis engine comprehensively identifies inappropriate sharing, including link sharing, sharing with third parties, personal email addresses, or even sharing within your company.

How does Concentric fit in with my existing privacy operations?

We discover PII data, identify how it's used and continually assess it for risk. Our results help you respond to data access audits and DSRs as well as mitigate risk and prevent data loss. We're a hybrid of the data security and data privacy disciplines.

As a SaaS solution, it's easy to give us a try using your own data. Contact us today for a free risk assessment and we'll help you plan your next data privacy move.

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