

# DATA PRIVACY PLATFORM

now with inbuilt RISK REDUCTION technology

deploys in minutes

powerful and cost effective

make your data useless to a hacker by encrypting it without impacting users

**After a cyber-event, how much stolen data is acceptable to you, your customers, and the board?**

- **Discover, monitor, and track** regulated and sensitive data by user and applications on endpoints.
- **Automatically encrypt data** by classification and age, so that if it is stolen, it is unreadable by the hacker.
- **Reduce your risk**, exposure, and liability to data loss, fines and penalties.

**Simplify the complexity of managing regulating data and reducing liability**

## 1 WHAT REGULATED DATA DO YOU HAVE?

The first step in managing your risk exposure for regulated and sensitive data residing on endpoints is to perform an initial risk assessment. After about 24 hours, we will have enough information to provide you with a complete risk report for your business including the value of your regulated and sensitive data.

## 2 MONITOR AND TRACK DATA IN/OUT

Our monitoring tracks regulated data flow, both inbound and outbound.

- What regulated data do you have by user/device / classification
- Who is accessing it and how it is moving
- The value of the regulated data by user/device / classification
- Who are the biggest risks by user/device
- Who is sending what files and where they are going
- What applications/destinations are files going to, how many files, when
- Detailed regulated data by classification (eg PII, PCI, PHI, TFN, BSB, etc)
- Is your data privacy risk growing?
- Identify and reduce your exposure and liability to data loss and fines

## 3 REDUCE RISK AND LIABILITY

The final step in your journey to Risk Reduction-as-a-Service is putting in place processes to secure your data to reduce your liability and regulatory obligations as data becomes stale with near zero effort required.

Risk reductions are typically in the range of 87% to 98%



### Examples of regulated data

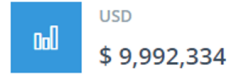
PII (Personal Identifiable Information)  
 PCI (credit card)  
 PHI (Personal Health Information)  
 Medicare, Centrelink details  
 Passport details  
 BSB, ABN, ACN  
 Financial records, Tax File Number  
 Email addresses  
 and more...

# Powerful, at a glance status reports of your regulated data and risk profile

## DEVICE RISK



## DATA RISK, PARKED LIABILITY



Total Risk Sensitive Data and Business Apps	\$9,992,334
Risk Reduction Protected By Actifile Encryption	\$9,715,120 (97.23%)
Residual Risk	\$277,214 (2.77%)

## Remediation Activities

Data breakdown by status



## Sensitive Files

Classification	Actions	Sensitive	Files	Records	Risk in USD	Countries	Regulation
UK - Passport Number		<input checked="" type="checkbox"/>	25	41308	\$ 826,160	United Kingdom	PII, GDPR
UK - Tax ID (UTR)		<input checked="" type="checkbox"/>	53	3957	\$ 79,140	United Kingdom	PII
Credit Card - Visa(New)		<input checked="" type="checkbox"/>	3	445	\$ 44,500		PCI
Credit Card - MasterCard(New)		<input checked="" type="checkbox"/>	2	392	\$ 39,200		PCI
PII - Email List		<input checked="" type="checkbox"/>	418	38128	\$ 38,128		PII
Australia - Business Number (ABN)		<input checked="" type="checkbox"/>	423	826	\$ 16,520	Australia	PCI
UK - National Insurance Number		<input checked="" type="checkbox"/>	17	85	\$ 1,700	United Kingdom	PII, GDPR
Australia - Bank State Branch (BSB)		<input checked="" type="checkbox"/>	15	25	\$ 500	Australia	PCI
ePHI (Eyeglass Prescription)		<input checked="" type="checkbox"/>	5	20	\$ 400	United States of America	HIPAA
CMMC - FCI		<input checked="" type="checkbox"/>	2	10	\$ 200	United States of America	CMMC

# AUSTRALIAN NOTIFIABLE DATA BREACH SCHEME & DATA PRIVACY



**CONTAIN:** Secure your environment - Zero Dwell Containment, Zero-trust, AV, EDR, MDR, and XDR

**ASSESS:** Know what private and sensitive data you have and its value (Data Privacy Risk Platform)

**NOTIFY:** Encrypt private data so that it worthless to a hacker with minimal impact on productivity

**REVIEW & REMEDIATE:** Identify and remediate critical and important vulnerabilities

## Penalty: \$2.1m increasing to \$50m in 2023

**Turnover >\$3m** Almost all businesses must be compliant  
**Turnover <\$3m** some small businesses with a turnover less than \$3m still need to be compliant including:

- Health service providers including gyms, childcare, naturopath, chiropractor, dentist, medical practitioners, private aged care facilities, pharmacists, and more
- Residential tenancy database (photo's if personal)
- Contractors to the Commonwealth
- Most financial organisations
- Private schools
- TFN recipients ( eg accountants, financial planners, etc.)
- and more...

Full details can be found here:

<https://www.oaic.gov.au/privacy/guidance-and-advice>

<https://www.oaic.gov.au/privacy/the-privacy-act/rights-and-responsibilities#WhoHasResponsibilitiesUnderPrivacyAct>

<https://www.oaic.gov.au/privacy/data-breaches>

**OAIC** = Office of the Australian Information Commissioner