

# Meet Data's New Alpha: Spirion Data Privacy Manager

Speakers:

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Trends driving a need for a data  
privacy management solution

Why organizations should seek  
out **Privacy-Grade™**  
technologies

What is Data's New Alpha

Data Privacy Manager Demo

# Data Privacy & Security Trends



Data Proliferation



Privacy Regulations



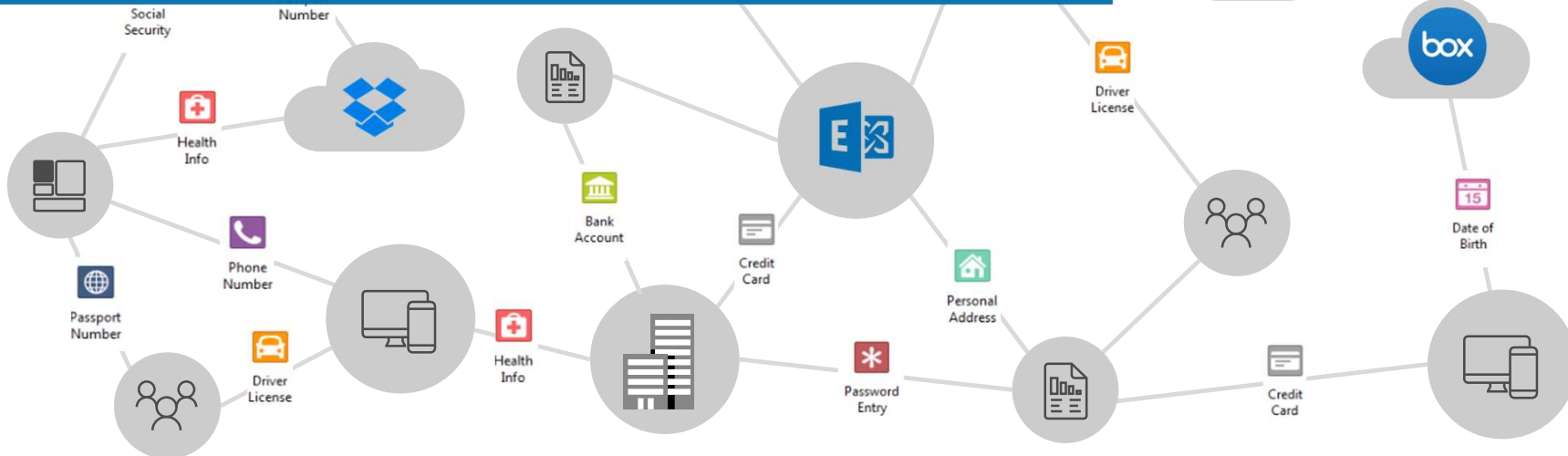
Privacy and Security  
Breaches

## Data Proliferation – An Example





- 
- The diagram illustrates a network of digital assets and services. A central computer icon is connected to six nodes: Social Security, Password Entry, Bank Account, Date of Birth, Google, and a cloud with a 'W' logo. Below this, a cloud with the 'box' logo is connected to another Date of Birth icon and a cloud with a car icon labeled 'Driver License'. At the bottom, a cloud with a person icon is connected to a Credit Card icon and a cloud with a monitor and phone icon.

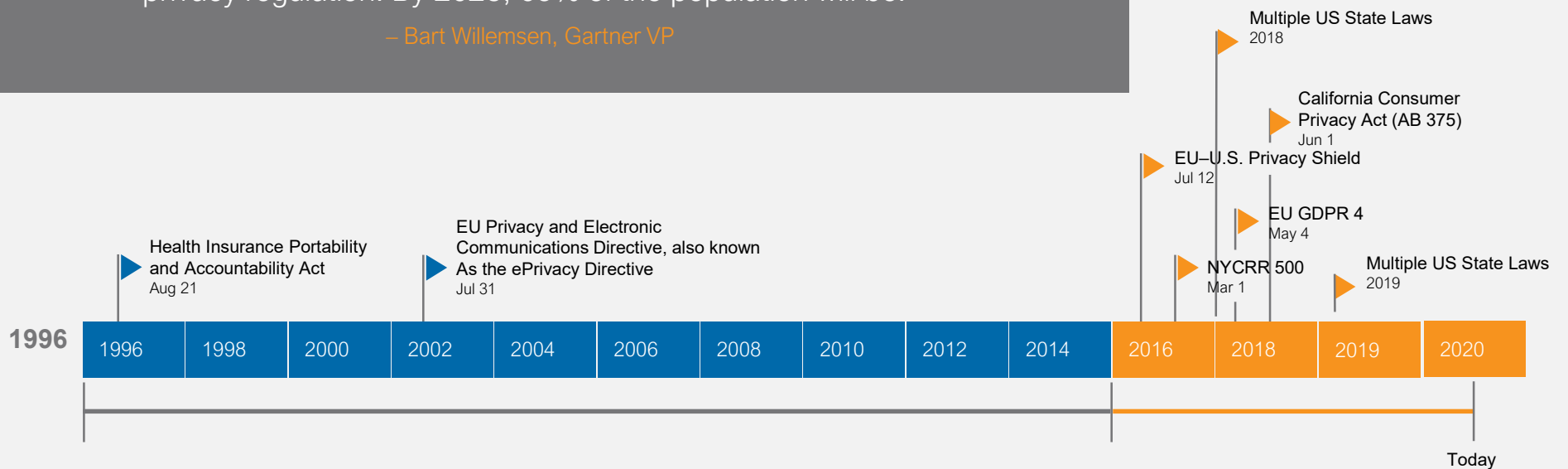




# Privacy Takes Center Stage

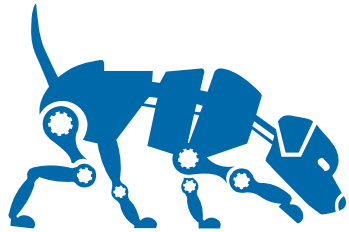
“In 2019, 10% of the world’s population was covered by some sort of privacy regulation. By 2023, 65% of the population will be.”

– Bart Willemsen, Gartner VP









# SPIRION

## Privacy Grade:

*What is “good enough” when it comes to protecting sensitive data?*

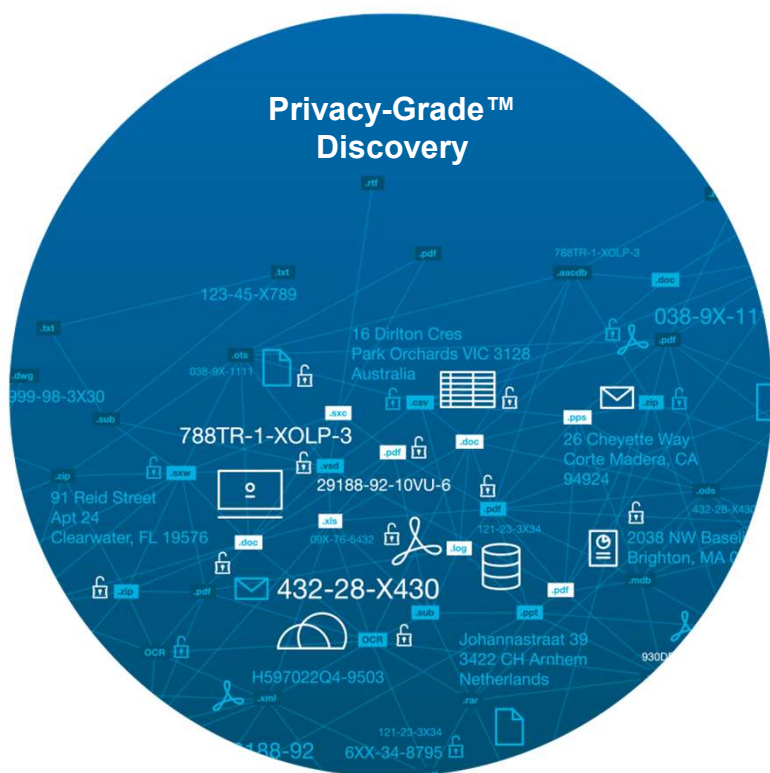


# Spirion Data Privacy Manager – Privacy-Grade™ Discovery, Classification & Remediation



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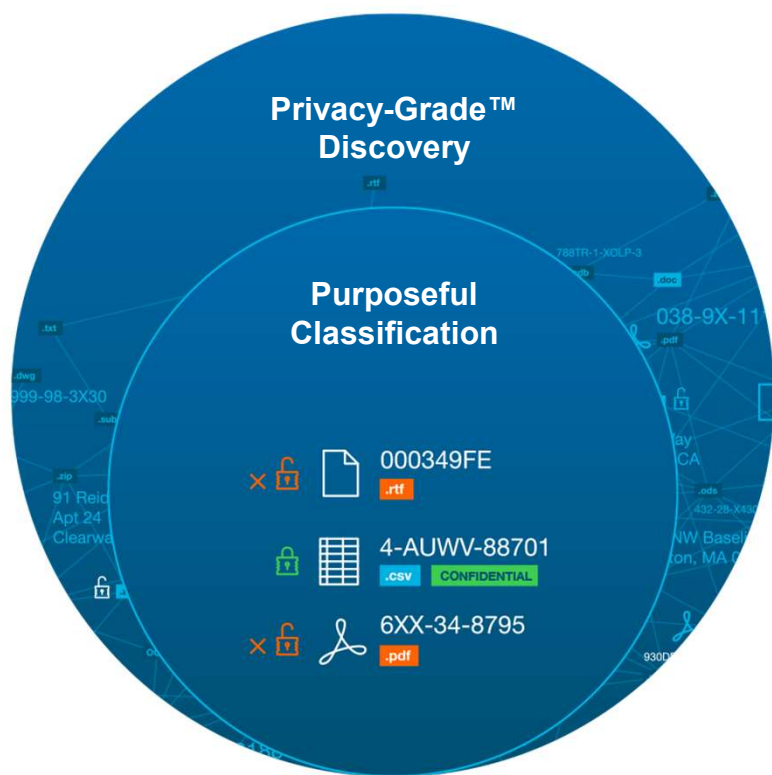
# Spirion Data Privacy Manager – Privacy-Grade™ Discovery, Classification & Remediation



## Find Anything, Anywhere – Quickly & Accurately

- **Breadth (search everywhere)**
  - Data Sources | Data Locations | File Types | OS Types
- **Depth (find anything)**
  - Preconfigured AnyFind™ data types – Personal | Financial | Health | National | Security
  - Custom data types with unrivaled detection processes : Branching Algorithms | Distributed Computing | Vector Analysis | Regression Analysis | Supervised & Unsupervised Learning | Reg-Ex | Pattern Matching
- **Velocity (search efficiently)**
  - Discovery Teams™ distributed cloud agents putting the discovery of cloud data closer to the data location
  - Elastic agent on-prem architecture intelligently distributes workloads

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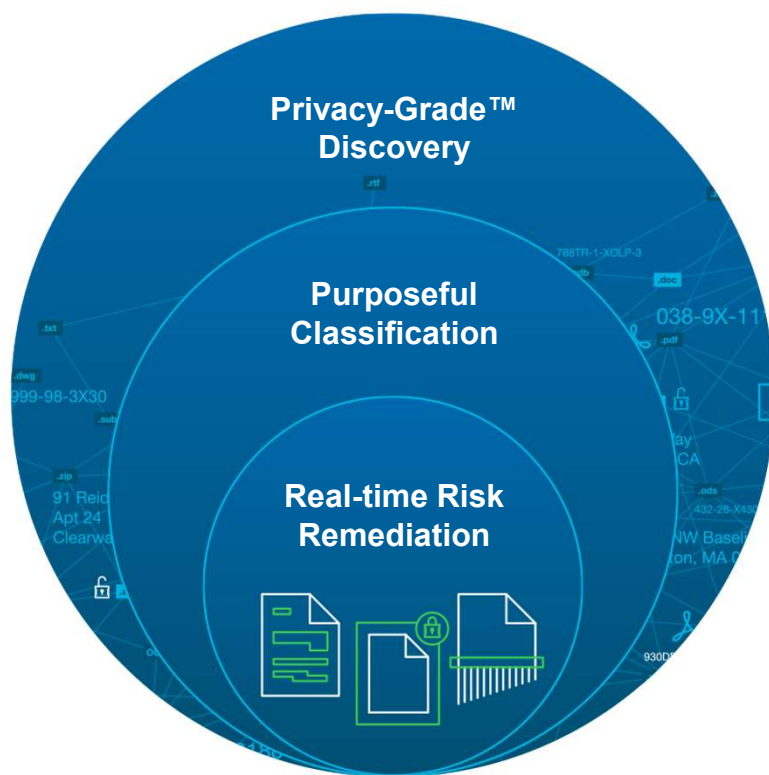
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## Don't just Categorize – Classify with Purpose

- Dynamic classification labeling
- Persistent classification
- Visual classification markers
- Automated [Purpose/Process/Privacy] classification labeling

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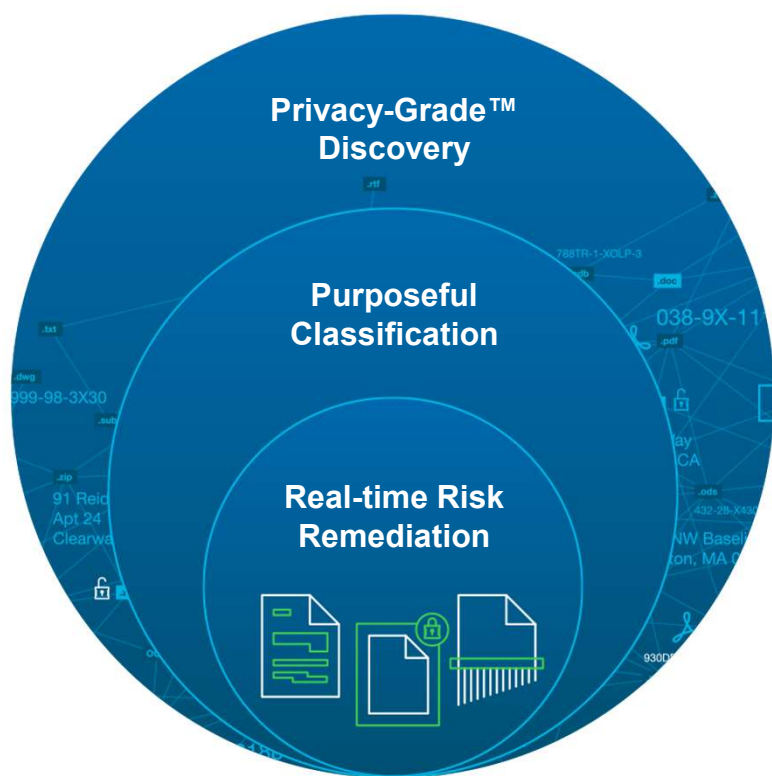
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## Proactively Manage Risk – *Shrink the Target*

- **Secure Data Erasure** (*shred*)
- **Secure Data Relocation & Containment** (*quarantine*)
- **Data Anonymization** (*redact and mask*)
- **Format Preserving Privacy Protection** (*de-identify*)

# Spirion Data Privacy Manager – Privacy-Grade™ Discovery, Classification & Remediation



Data Protection Playbooks

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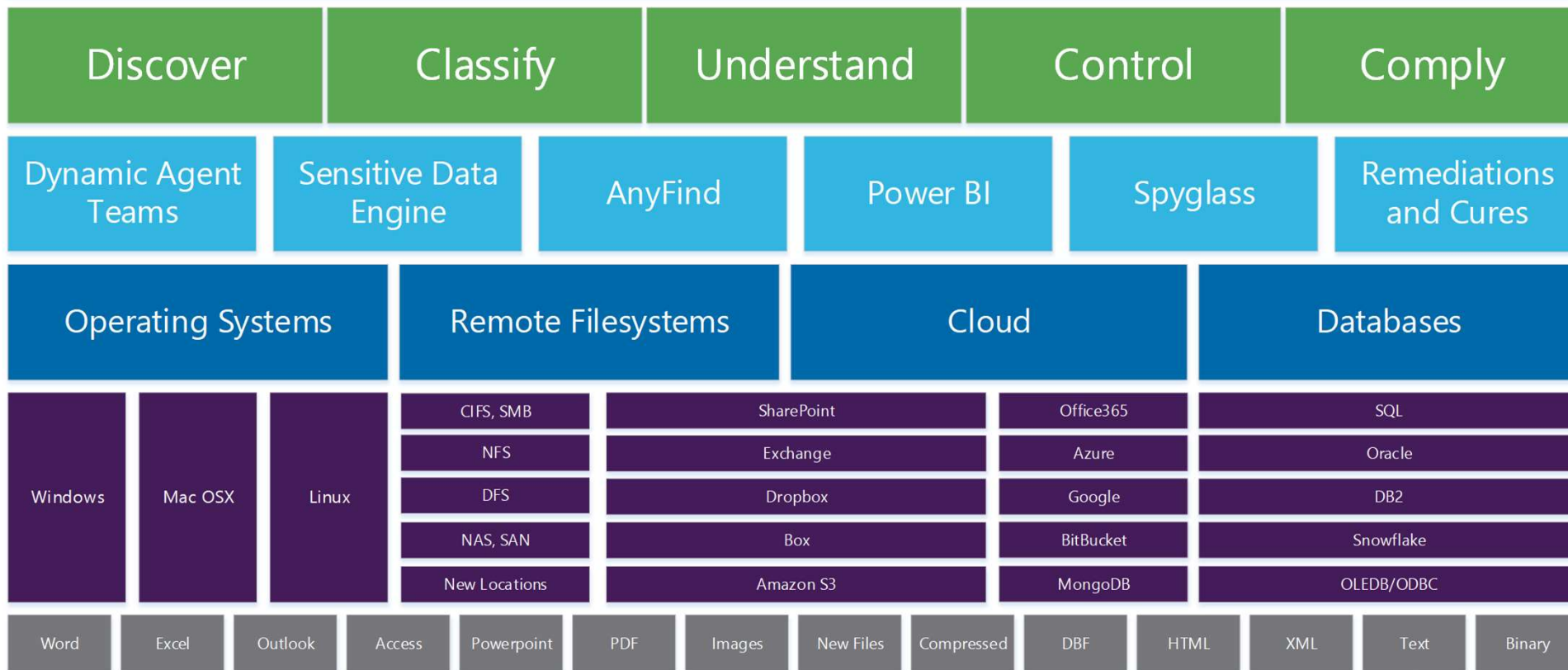
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# Data's New Alpha: Spirion Data Privacy Manager



# Data Privacy Playbooks



# Discovery

# Accuracy is Paramount

- Credit Card Example: 4563-9601-2200-1999

```
# tcpdump -XX -i eth0
```

```
11:51:18.974360 IP 172.16.25.126.ssh > 172.16.25.125.apwi-rxspooler: Flags [P.], seq 3509235537:3509235733, ack 3652638190, win 18760, length 196
```

```
0x0000: b8ac 6f2e 57b3 0001 6c99 1468 0800 4510  ..o.W...l..h..E.
0x0010: 00ec 8783 4000 4006 275d ac10 197e ac10  ....@.@.']...~..
0x0020: 197d 0016 1129 d12a af51 d9b6 d5ee 5018  .}...).*Q....P.
0x0030: 4948 8bfa 0000 0e12 ea4d 22d1 67c0 f123  IH.....M".g..#
0x0040: 9013 8f68 aa70 29f3 2efc c512 5660 4fe8  ...h.p).....V`0.
0x0050: 590a d631 f939 dd06 e36a 69ed cac2 95b6  Y..1.9...ji.....
0x0060: f8ba b42a 344b 8e56 a5c4 b3a2 ed82 c3a1  ...*4K.V.....
0x0070: 80c8 7980 11ac 9bd7 5b01 18d5 8180 4536  ..y.....[.....E6
0x0080: 30fd 4f6d 4190 f66f 2e24 e877 ed23 8eb0  0.0mA..o$.w.#..
0x0090: 5a1d f3ec 4be4 e0fb 8553 7c85 17d9 866f  Z...K....S|....o
0x00a0: c279 0d9c 8f9d 445b 7b01 81eb 1b63 7f12  .y....D[{....c..
0x00b0: 71b3 4563 9601 2200 1999 c9f6 63b1 ca51  q..WR.....c..Q
0x00c0: 0ac6 456e 0620 38e6 10cb 6139 fb2a a756  ..En..8...a9.*.V
0x00d0: 37d6 c5f3 f5f3 d8e8 3316 d14f d7ab fd93  7.....3..0....
0x00e0: 1137 61c1 6a5c b4d1 ddda 380a f782 d983  .7a.j\....8.....
0x00f0: 62ff a5a9 bb39 4f80 668a                b....90.f.
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0x0010: 00ec 8783 4000 4006 275d 1015 0000 0000 ....@.@.']...~..
0x0020: 197d 0016 1129 d12a c5f5 d1b6 5ee 5018 .}...).*Q....P.
0x0030: 4948 8bfa 0000 0012 0000 2201 67c0 f123 IH.....M".g..#
0x0040: 9013 8f68 0076 2910 0000 c512 5660 4fe8 ...h.p).....V`0.
0x0050: 590a d631 f009 0006 e36a 69ed cac2 95b6 Y..1.9...ji.....
0x0060: f8b1 b12a 144b 8e56 a5c4 b3a2 ed82 c3a1 ...*4K.V.....
0x0070: 8058 7000 11ac 9bd7 5b01 18d5 8180 4536 ..y.....[.....E6
0x0080: 805d 4f6d 4190 f66f 2e24 e877 ed23 8eb0 0.OmA..o.$..w.#..
0x0090: 5a1d f3ec 4be4 e0fb 8553 7c85 17d9 866f Z...K....S|....o
0x00a0: c279 0d9c 8f9d 445b 7b01 81eb 1b63 7f12 .y....D[{.....c..
0x00b0: 71b3 4563 9601 2200 1999 c9f6 63b1 ca51 q..WR.....c..Q
0x00c0: 0ac6 456e 0620 38e6 10cb 6139 fb2a a756 ..En..8...a9.*.V
0x00d0: 37d6 c5f3 f5f3 d8e8 3316 d14f d7ab fd93 7.....3..0....
0x00e0: 1137 61c1 6a5c b4d1 ddda 380a f782 d983 .7a.j\....8.....
0x00f0: 62ff a5a9 bb39 4f80 668a b....90.f.
```

FALSE POSITIVE

Sensitive Data is more than just letters and numbers.

- Any pattern match (or regex) can find this: 1234-5678-9012-3456

Generic validation can be used but it is not enough

- 5555-5555-5555-4444 passes LUHN
- So does 4012-8888-8888-1881 but it's a test card

```
# tcpdump -XX -i eth0
11:51:18.974360 IP 172.16.25.126.ssh > 172.16.25.125.apwi-rxspooler: Flags [P.], seq
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0x0030: 4948 8bfa 0000 0e12 e040 2201 7c00 f123 IH . . . . .M . . . . .g . . . . #
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0x0060: f8ba b42c 34b 8e06 a5c4 b3a2 ed82 c3a1 . . . . .* 4K . V . . . . .
0x0070: 80c 798c 111c 9bd7 5b01 18d5 8180 4536 . . . . .y . . . . .[ . . . . .E 6
0x0080: 30d 4f0d 4190 f66f 2e24 e877 ed23 8eb0 0 . . . . .Om A . . . . .o . $ . . . . .w . # . .
0x0090: 11d f3ec 4be4 e0fb 8553 7c85 17d9 866f Z . . . . .K . . . . .S . . . . .o
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0x00c0: 0ac6 456e 0620 38e6 10cb 6139 fb2a a756 . . . . .En . . . . .8 . . . . .a 9 . . . . .* . V
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0x00f0: 62ff a5a9 bb39 4f80 668a b . . . . . . . . . . .90 . . . . .f .
```

AnyFind™

Identify business critical and regulated data across the company infrastructure, on premise and in the cloud.

AnyFind's additional logic achieves lowest rate of false positives

- Expiration date checks
- Zip+4 checks
- Bookends
- Digit uniqueness
- Sea of digits
- File type lookups
- CVV checks
- High Group checks
- Dozens more...



**PII**  
Personally Identifiable  
Information



**PCI**  
Payment Card Industry



**PHI**  
Protected Health  
Information





Data Privacy Manager

Console interface accessed via browser

- Containerized Deployment
- Dynamic Discovery Teams
- Cloud Agents
- Dashboard / Analytics
- Playbooks



Agents deployed to endpoints

Agents communicate with console

## Endpoints



On-Premises  
Discovery Teams



## Cloud



## On-Premise

Desktop &  
Workstations



Infrastructure &  
Application Servers



## Storage

Supports Any Open  
Database Connectivity (ODBC)

- File Servers
- Database Servers
- S.A.N. Servers

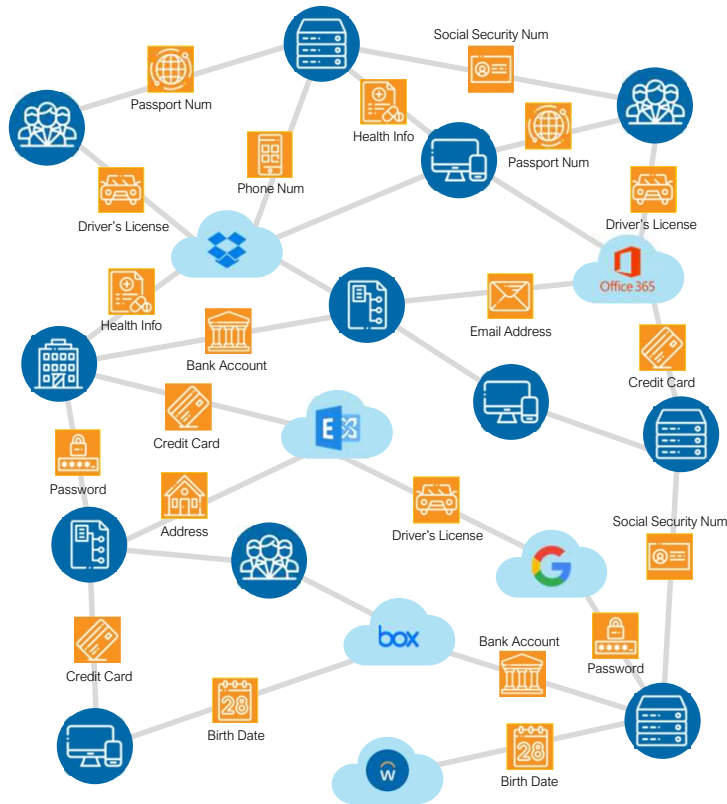






# Classification

# What is a Playbook?



Playbooks help teams prepare for and handle incidents without worrying about missing a critical step.

<https://www.incidentresponse.com/playbooks/>

# Benefits: DPM Playbooks assure adherence to every compliance step



## Discover

Playbooks control what and how a scan is configured



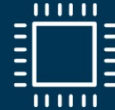
## Classify

Purposefully apply, change or remove classifications based on business need and timing



## Understand: Solid guidance for decisioning

Weights and scoring are available at every step to prioritize what step comes next



## Control

- Stack multiple actions based on decision points
- At any Playbook step apply actions and notifications
- Collaborate with managers on an approval process



## Comply

View and sort results through the Playbook viewer to prioritize actions and demonstrate the decision path

# Remediation

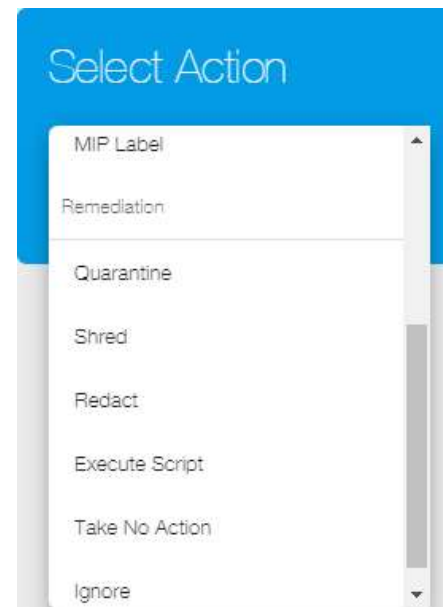
# Manage Risk by applying Controls – Shrink the Target

## Traditional Controls

- Classification
- Shred/Secure Delete
- Quarantine
- Redact
- Execute Script

## Integration Partners

- Microsoft Information Protection and Labeling
- Data Masking
- Encryption
- De-Identification
- Microsegmentation





**August 20<sup>th</sup> at 12 PM ET**

**Register:**

**<https://info.spirion.com/dpm-techtalk-scalability>**

Join our next TechTalk to learn more about scalability and performance with Data Privacy Manager. In our short lunch and learn, we will take a deeper look at our Privacy-Grade data discovery and purposeful classification within a highly scalable SaaS hybrid architecture that can thoroughly scan both on-premises endpoints/servers and cloud repositories.



# Questions

Thank you