



# DATA SENTINEL

## PRODUCT BRIEF

Data Sentinel is a sensitive data discovery, classification, audit and risk reporting platform. It runs persistently within the enterprise, constantly monitoring your sensitive data risk profile.

Know Your Data  
Privacy Risk. Always!

### The Tough Questions That We Can Help Answer



#### WHAT SENSITIVE DATA DO YOU HAVE?

Structured data, unstructured data, documents, cloud and on premises sources. Where is it and what is it?



#### HOW DO YOU KNOW WHEN IT CHANGES?

Is sensitive data being added? If so, to where? Is it changing and presenting more risk to your organization? How can you keep track of it?



#### WHO HAS ACCESS TO IT?

Throughout the enterprise, within systems and end point devices. Who has access to this sensitive data? And, what is it being used for.



#### IS YOUR SENSITIVE DATA AT RISK?

As part of corporate risk management, is your data encrypted or de-identified in the event of a corporate data breach? What is the cost of a failure in data security or failure of compliance with data privacy laws?

### Protecting Your Organization's Sensitive Data is Good Business

Data Privacy Management is a necessity for any organization that maintains customer data or company data that is considered to be "sensitive". Government and company instituted privacy regulations and policies dictate that organizations implement data governance processes and technologies to mitigate the risks associated with maintaining sensitive data. However, if you don't know where all the sensitive data is, how can you be sure that it is controlled and protected? Introducing Data Sentinel.

Real World  
Data Privacy  
Challenges

# What is Data Sentinel?

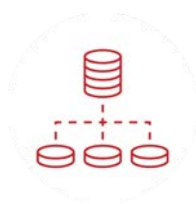
Many organizations are challenged with implementing processes and technologies that cohesively understand and manage sensitive data privacy risk. Data Sentinel enables organizations to build customer trust and reduce their collective risk by persistently scanning, discovering, categorizing, auditing and reporting on sensitive data risk. Operationalizing data privacy policies, enabling collaboration across the data privacy lifecycle and supporting compliance with consumer data privacy laws that are emerging across the globe. Reducing and understanding corporate risk by responsibly managing and leveraging sensitive data, is good for business.



## Audit All Data Sources and Repositories



Unstructured Data,  
Semi-structured  
Data, Images, PDFs



All Structured Data  
Sources



All Locations -  
Cloud, Hybrid Cloud,  
In the Data Center



File Shares, Emails,  
Documents,  
Messages

## Primary Features and Functionality

- 01 ML/AI Sensitive Data Discovery and Classification**  
Assess sensitive data using AI & ML privacy specific algorithms. Find, classify and risk rate all the data in your enterprise without concern of human error or omission.
- 02 Active Sensitive Data Discovery, Classification and Reporting**  
Keep watch on your data where it exists. Our software processes the data in place. We never move or store private data.
- 03 Score and Report on Current Data Risk**  
Understand the nature of your sensitive data and score your risk. Report to compliance leadership on the overall company data stores and per data source.
- 04 Policy Led Risk Management**  
Automatically assign policies based on the classification and context of your data. Measure and prioritize based on compliance to your corporate policies.
- 05 Track your Sensitive Data on the Move**  
Understand how and when sensitive data flows through complex data management systems, get fast actionable intelligence needed to maintain data policy compliance.
- 06 Autonomous Business Rule Creation**  
ML based, autonomously generated, comprehensive data quality rules and data controls that can be ported to your catalog / data quality / MDM tools.

# Data Privacy Sentinel Functional Architecture

