



Insight AnalytiX 1.1 Privacy Risk Classifier

Optimize your Data

Business Challenge

The explosion of data has been unprecedented in the last decade. According to Gartner, it's estimated that 80% of this data explosion can be attributed to the capturing of unstructured data. Experts project that the size of unstructured data will grow at a phenomenal rate of 62% a year. Most enterprises (an estimated 80%) have very little visibility into what's happening across their unstructured data, let alone how to manage it.

Unstructured data is challenging to manage, as it does not easily lend itself to the more traditional models of data storage and analysis. However, if you can find a better way to manage this kind of data and understand its content, that unstructured data can be an extremely rich source of relevant information that can add tremendous value to your business and you can effectively mitigate any data governance risks from regulations such as: PII, GDPR, HIPAA

Unlike this structured world, where information is stored in a pre-defined data model, unstructured data:

- Does not have a pre-defined data model or it is not organized in a pre-defined manner.
- Comes in many unrelated forms, such as documents, text files, spreadsheets, presentation files, video files, audio files, and pictures, to name some of the more common formats.
- Is typically stored in individual files without an organizational application organizing and managing the relationships between those files.

So how do you mitigate the data governance risk associated with massive amounts of unstructured data?

Analytics Driven Data Management

Consistent with today's IT world, a new change agent is causing us to pause: data security! It is no longer OKAY to be blind to what information is stored within your infrastructure. Information Technology must be able to identify, tag, manage and move files that have PII, HIPAA or GDPR data. Whether the goal is to quarantine, remove or analyze these sensitive data elements, Info Tech must be able to protect the business from risks it did not know existed just a few years ago.

Insight AnalytiX's Privacy Risk Classifier delivers discovery, tagging, management, and movement of unstructured data based upon identifying the data that meets compliance handling requirements. Data privacy standards were created in the recent years to protect individuals and companies from misappropriation of key data such as:

- **PII data** - includes address, credit card, phone number data
- **HIPAA data** - includes diagnosis, prognosis and medication data.
- **GDPR** – applies to consumer facing organization that capture information such as username, password and large amounts of personal information

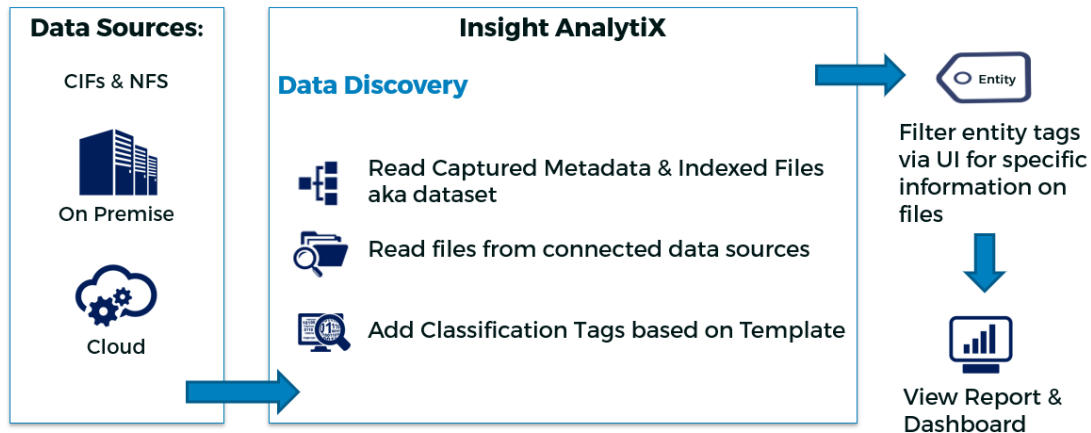


Figure 1: Insight AnalytiX Privacy Risk Classifier

Insight AnalytiX - Privacy Risk Classification

Companies that do not address proper compliance with handling their unstructured data face enormous financial risk, so how can they address this risk while doing more with less?

The Insight AnalytiX platform merges the discovery of file and object metadata with the ability to scan file/objects for specific data types, PII, HIPAA, GDPR. Insight AnalytiX not only discovers sensitive data based upon its templated search technology, it allows companies to identify where the data should be stored and how it should be managed to reduce their risk. Some common questions that companies are asking are:

- How much of PII data exists in existing open shares in our company?
- Have we experienced a security breach and were we able to identify what data might have been accessed?
- Are we supporting HIPAA requirements to manage and protect patient data with 10-year retention?
- Are we able to meet GDPR requirements to manage and protect personal data for 2-year retention?

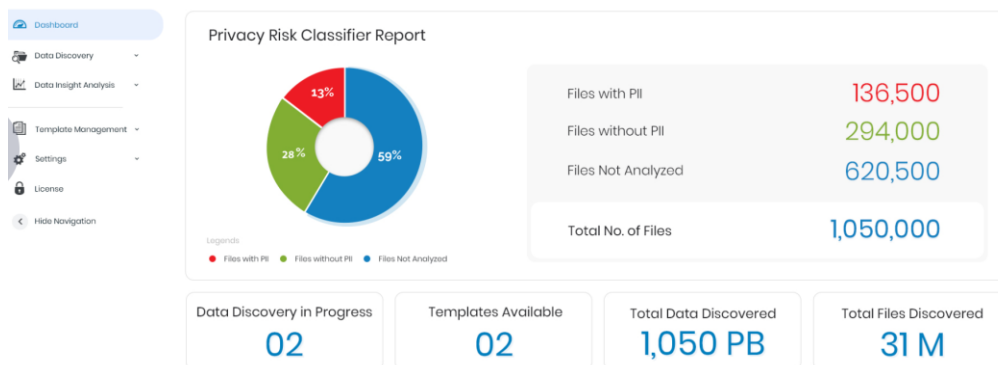


Figure 2: Privacy Risk Classifier Dashboard

Data Dynamics Privacy Risk Classifier is the industry's first search based application to identify PII data risk across storage, application and cloud environments.

Privacy Risk Classifier Use Cases:



- Identify Sensitive Information or PII Data
- Reduce Sensitive Data Exposure
- Assess Industry Compliance (GDPR, HIPPA, CCPA)
- Assist in the protection of GDPR governance
- Assess data for PII before moving to the cloud

It is likely that these questions are now front and center within your 2020 'must haves'.

[Book a Demo](#) to See Insight AnalytiX in Action

Find answers to your questions by contacting Sales@datdyn.com

About Data Dynamics

[Data Dynamics](#) is a leader in intelligent file management solutions that empower enterprises to seamlessly analyze, move, manage and modernize critical data across hybrid, cloud and object-based storage infrastructures for true business transformation. For more information, please visit: www.datadynamicsinc.com.

Copyright © 2020 Data Dynamics, Inc. All Rights Reserved. The trademark Data Dynamics is the property of Data Dynamics, Inc. All other brands, products, or service names are or may be trademarks or service marks and are used to identify products or services of their respective owners.