

# Protegrity Privacy Protect

Privacy Protect empowers businesses to extract value from sensitive data while ensuring the privacy of customers and employees is preserved.



## Why Privacy Matters

Ensuring the privacy of customers and employees by fully protecting their data is non-negotiable today. Responsible businesses believe their customers and employees have a right to privacy. **Gartner predicts that, by 2023, 65 percent of the world's population will have its personal data covered under modern privacy regulations, up 10 percent from 2020.**

The myriad of regulations already enacted—including GDPR, CCPA, HIPAA—stress the need for businesses to protect the privacy of anyone and everyone whose personally identifiable information resides in their corporate data. It's a big undertaking that many enterprises, regardless of size and scale, can't handle on their own.

*Seventy percent of organizations* surveyed by Cisco said they have seen “significant” business benefits—including operational efficiency, agility, and innovation—from prioritizing data privacy.

**Protegrity stands on the side of privacy for all. We focus on people, not just data and technology.**

## Different Needs, Different Protections

Privacy Protect incorporates our understanding that different industries have different standards, while local cultures, customs, and laws also have varying requirements for data ownership, sharing, and privacy.

### WHEN DATA IS SECURE . . .



**Financial institutions** can use, without worry, their customers' data to not only provide traditional services but to also try new programs that provide insights meant to help patrons save and make money.



**Hospitals** can pursue telemedicine, virtual wellness, and other initiatives when the patient data that drives those efforts is completely in sync with HIPAA.



**HR departments** can offer health, wellness, personal improvement, and other employee-focused programs when their workers' personal data stays private.



**Companies in just about every industry** can entrust front-line employees with the data they need to best serve customers because sensitive information stays private.

# Privacy Protect Strategies

## 1) It Future-Proofs Against Evolving Regulations

Privacy Protect keeps organizations compliant with current regulations—and prepares them to handle future regulations. Organizations have to make sense of an alphabet soup of privacy laws that cripple progress: GDPR, CCPA, New York SHIELD Act, GLBA, HIPAA, COPPA, and the Fair Credit Reporting Act, among many. Privacy Protect continuously helps enterprises make the most of their data while staying in step with compliance now and in the future.

## 2) It Simplifies Data Security Management and Security

Organizations can adhere to privacy regulations and chase their digital dreams because the solution centralizes administration and standardizes the enforcement of data-protection policies. Privacy Protect works in most cloud environments and on-premises systems, reducing the complexity of enforcement and simplifying protection.

## 3) It Facilitates Access to Sensitive Data

Privacy Protects unleashes data, letting it be safely accessed by employees companywide. Thanks to the solution's fine-grained controls, front-line employees see only the elements of customer information that they should see so they can better serve customers.

## 4) It Promotes a Mature Data-Privacy Practice

Organizations often find their well-intentioned data privacy practices blocked by “data liabilities.” Privacy Protect eliminates those many costly blockers by consolidating and standardizing data protection methods and polices across cloud and on-premises technologies and systems.

## 5) It Protects Organizations from Costly Data Breaches

Breaches are costly—the average total cost of a data breach in 2020 was \$3.86 million, according to *IBM*. Privacy Protect ensures that if data is ever accessed by a hacker or cybercriminal, the sensitive elements will be worthless because they are encrypted, preventing harm to consumers and brand reputation.

## Why Protegrity Privacy Protect?

Protegrity is widely recognized for its technical know-how and customer-centric focus. Organizations turn to Protegrity to avoid the reputational harm that comes from the mishandling of sensitive information. Privacy Protect carries forward the technologies of the larger Protegrity Data Protection Platform and allows customers to pinpoint, with clarity, how their sensitive data is managed in accordance with the most stringent privacy laws and high consumer expectations.

**With Protegrity, businesses can innovate responsibly, knowing they have laid the foundation for a mature privacy practice that allows them to be on the side of people and business, simultaneously, without sacrificing one for the other.**



Protegrity: The global standard for ubiquitous data protection.

Email [info@protegrity.com](mailto:info@protegrity.com) for more info.

