SOLUTION BRIEF

The **Problem**

In today's interconnected and cloud-centric world, the need to protect consumer and employee personal data is becoming more and more evident. A growing number of organizations understand that ineffective or nonexistent privacy protection programs expose their business to significant risks, both from a financial and legal perspective; from costly regulatory fines and stock price drops to liability to customers and shareholders.

While some organizations have made efforts to build a culture of privacy, including the deployment of a data security ecosystem that is aligned with privacy objectives, many challenges remain, including internal mistakes, workflow bottlenecks, and privacy solution false positives, to name a few.

Organizations that have yet to deploy a modern data security program but realize the risk of hosting unsecured personal data in their systems struggle with the challenge of fully grasping what can be implemented within current budget and program restraints.

At either end of this spectrum, however, there is the realization that a culture of privacy and secured personal data is a requirement to the business moving forward.

The **Solution**

Creating a privacy ecosystem requires a deep understanding of the risks associated with handling and storing personal data in internal systems. Organizations must be able to limit the exposure of personal data, build reports on activities and threat levels, and educate end-users about best practices around personal data handling. This privacy solution must also ensure the business meets the growing list of regulatory compliance mandates set out around privacy, while demonstrating to employees, customers, and shareholders that their personal data is being protected.

WHY DO YOU NEED A PRIVACY SOLUTION?

Privacy awareness affects a person's ability to detect personal data. Only 13% of respondents had significant knowledge of privacy laws and up to 35% of these individuals still failed to find sensitive data in messages.

Household income affects a person's ability to find personal data in some situations. Individuals who earn higher income are more likely to work with sensitive data; yet they are almost as likely to miss identifying information such as personal data in short messages. These respondents were more likely than the global average to find all personal data in a long, complex message and they were also more likely to perceive health information as personal data. High income household respondents were also more likely to include false positives.

The amount of content (long emails / documents) has a significant impact on a person's ability to detect personal data. Individuals are 20 to 40 percentage points more likely to miss personal data in a long message than in a shorter one. Shorter documents are at high risk of being miss-identified.

Certain health information is less likely to be perceived as sensitive personal data. Individuals are 10 to 14 percentage points more likely to miss identifying health information like diabetes as personal than a username or password.

Titus **Identifiers for Privacy**

Titus – **How we can help**

Titus Identifiers for Privacy is a solution that helps organizations accurately identify personal identifiable information (PII) and offer suggestions for, or even automatically determine, how to handle such information. Titus Identifiers for Privacy uses Deep Learning, a form of Machine Learning, to categorize data. It scans through content focusing on personal identifiable information, using both words and the context of those words to reduce false positives.

As a result, Titus Identifiers for Privacy adds several important capabilities and benefits to your organization's privacy program, including;

- **Reduced Risk:** Titus Identifiers for Privacy dramatically enhances privacy protection and reduces risk by accurately and efficiently detecting personal data. By evaluating words within the surrounding context, Titus Identifiers for Privacy can accurately predict what constitutes personal data, and automatically enact the applicable data protection policy.
- **Privacy Compliance:** Titus Identifiers for Privacy meets your organizations long-term compliance requirements needs. This lightweight solution can be deployed quickly, making it an ideal starting point for organizations beginning their privacy journey. As privacy and security ecosystems grow and form, Titus Identifiers for Privacy becomes an integral part of this program, ensuring all pieces of your ecosystem work as a fully optimized data privacy solution.
- **Added Context to Your Data:** Titus Identifiers for Privacy embeds enriched metadata into your organization's files, allowing seamless integration with your organization's privacy and security ecosystem.
- **Downstream Protection:** Titus Identifiers for Privacy is part of an open ecosystem, ensuring your organization's ability to choose best-of-breed technologies and services to protect your most valuable data. Third-party solutions downstream can easily leverage the technology-agnostic Titus metadata in a fully interoperable, data security ecosystem.
- **Optimized Workflow:** Data security solutions often require end users to spend time and energy to ensure data is protected, causing frustration and delays. Titus Identifiers for Privacy provides a seamless user experience, alleviating a common barrier to successful data protection. This allows for optimized organizational workflows and improved productivity.

Privacy and data protection solutions can be cumbersome, ineffective, and costly. Titus Identifiers for Privacy is a scalable solution that is highly accurate, integrates seamlessly with existing security products, and offers an effective way to reduce risk. Any organization in need of protecting sensitive personal data can enhance and optimize their privacy solution with the use of Titus Identifiers for Privacy; both for current and future requirements.

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About **HelpSystems**

HelpSystems is a people-first software company focused on helping exceptional organizations Build a Better IT™. Our holistic suite of security and automation solutions create a simpler, smarter, and more powerful IT. With customers in over 100 countries and across all industries, organizations everywhere trust HelpSystems to provide peace of mind. Learn more at www.helpsystems.com.