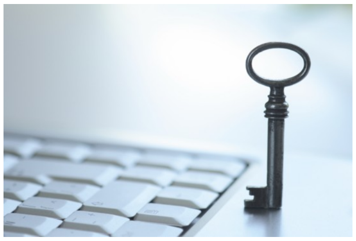
Mitigating the Risk of Personally Identifiable Information Exposures



The public sector, hospitals, financial and educational institutions, as well as private businesses are facing continuing pressure and government regulations to protect information from unauthorized access, use, and disclosure. Both the public and private sector routinely collect confidential information regarding their employees, customers, products, research, and financial status. The inability to protect confidential information can cause irreparable harm to individuals as well as the organization and the consequences can lead to loss of business, litigation, and both criminal and civil penalties.

Privacy data needs to be managed and processed differently. With information residing in diverse repositories, individual computers, email systems, and fax systems, can an organization guarantee that they do not have potential privacy exposures? Concept Searching's **PIIdiscovery** addresses information assurance and risk management challenges regarding privacy information. The solution delivers the ability to identify organizational unique privacy information regardless of where it resides. Once identified, this information can be automatically routed to secure locations for proper administration. It's not about what you know exists, it's about what you don't know.

With privacy issues, there is no compromise.

The Issues

Effectively managing privacy data is a critical challenge to many organizations. As collaboration increases within an organization so does the risk of privacy information exposures. This can lead to severe repercussions both financially and legally. Relying on manual intervention and the inability to proactively determine potential data privacy breaches are issues facing both the public and private sector.

Personally Identifiable Information (PII) fundamentally deals with privacy, an issue facing organizations in a variety of industries, the government, and the military. Managing risk as well as protecting the confidentiality of information assets is an on-going iterative process. The controls in the risk management process must be effective and ideally do not impact productivity or escalate costs. The rules of conduct for collecting, maintaining, distributing, and disposing of personal information whether that information be financial, credit, medical, or a government identification number poses challenges to not only responsibly maintain privacy data but to ensure that all PII has been identified for proper management. Challenges facing many organizations include:

- ⇒ Lack of tools to identify all possible privacy data exposures at the time of content creation and modification
- ⇒ Lack of end user compliance to segregate content from the network and ensure that uploaded privacy data is not available for general access and protected accordingly
- ⇒ Lack of governance to enforce the meta-tagging of documents based on content by end users
- ⇒ Inability to identify privacy data from diverse repositories, email and fax servers, scanned documents and aggregate them into a central repository for review and compliance assurance
- ⇒ No standard process that addresses all aspects of data privacy that are unique to the organization

The Costs

- ⇒ Average cost of a data breach was $6.3 million and ranges from $225K to $35 million
- ⇒ The average cost per exposed record is $197 and ranges from $90 - $305 per record
- ⇒ Only 35% of all breaches involved the loss or theft of a computer or device
- ⇒ Overall 70% of all breaches were due to a mistake or malicious intent by an organization's own staff
- ⇒ Potential civil and criminal penalties and regulatory fines
- ⇒ Negative impact includes lost business, customer impact, media, and prospective customer impact
- ⇒ Examples: a health care provider incurred $7 million to $9 million to resolve a data breach; TJX compromised 94 million accounts at a cost of $256 million; online advertiser ValueClick paid the U.S. Federal Trade Commission $2.9 million to settle a charge that consumer's data was not secured.

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The Solution

Concept Searching's suite of products deliver concept based search, automatic semantic meta-data generation, automatic classification and taxonomy management. Fully SOA compliant and delivered as web parts, the technologies are easily deployed and managed.

PIIdiscovery is a unique solution that helps organization's manage the risk associated with enterprise content residing in diverse repositories.

The innovative technology identifies content through advanced meta-tagging and automatic classification features. As content is created or ingested, PII is automatically identified and classified to a folder for security and review procedures.

PIIdiscovery enables the organization to define PII according to their specific requirements and needs. Types of PII can include social security numbers, credit card numbers, date of birth, bank account numbers, passports, drivers licenses, or any unique organizational descriptors. Features include:

⇒ Automatic metadata tagging and classification of PII based upon its presence within content

⇒ Once tagged and classified the content can be managed in accordance with regulatory or government guidelines

⇒ PII from diverse repositories, email and fax servers, and scanned documents are aggregated into a central location for review and disposition

⇒ Standard process that addresses all aspects of data privacy that are unique to the organization

Concept Searching's suite of products deliver concept based search, automatic semantic meta-data generation, automatic classification and taxonomy management. All technologies are fully SOA compliant and delivered as web parts and are easily deployed and managed. Based on Concept Searching's unique compound term processing, content is classified based on the conceptual meaning contained in the content enabling the retrieval of information using related concepts, compound terms, and multi-word fragments.

The Benefits

PIIdiscovery provides organizations with the ability to continually and consistently identify privacy data automatically. Based on organizational procedures the PII is segregated from public access for appropriate management and disposition. Benefits to the organization include:

⇒ Automatic identification of PII mitigates risks associated with PII exposure

⇒ Standardizes and improves organizational processes associated with the identification and segregation of PII

⇒ Reduces organizational costs and effort in protecting and identifying PII

⇒ Reduces costs and risk exposure through automatic identification of PII from disparate content repositories

⇒ Eliminates risk associated with end user non-compliance issues

⇒ Improves the identification of PII based on an organization's unique requirements and definition of privacy data

About COMPU-DATA

COMPU-DATA International, LLC (CDI) is a leading provider of enterprise content and information management solutions. CDI's products automate the collection, fusion, analysis and dissemination of structured and unstructured information by aggregating items from broad and disparate information repositories and delivering results through precision search and categorization. CDI has been providing solutions for both the public and private sector for over 20 years. Please visit our web site www.cdlac.com.