

### Call 615.846.5500 to schedule your one-hour consultation with Sertainty today.

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1 http://www.ipcommission.org/report/IP Commission Report Update 2017.pdf

<sup>2</sup> https://www.forbes.com/sites/kateoflahertyuk/2019/02/15/another-127-million-records-have-gone-on-sale-on-the-dark-web-heres-what-you-shoulddo/#681fca222293

<sup>3</sup> https://databreachcalculator.mybluemix.net/

<sup>4</sup> https://iapp.org/news/a/data-indicates-human-error-prevailing-cause-of-breaches-incidents/

http://dvnamic.globalscape.com/files/Whitepaper-The-True-Cost-of-Compliance-with-Data-Protection-Regulations.pdf

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Sertainty makes data privacy certain, provable and manageable by building intelligence directly into data.

# Data privacy you can prove and data privacy you can manage. It's privacy made certain.

### \$600 billion

Estimated cost of stolen intellectual property in the US as of 2017<sup>1</sup>

### 620 million

Number of stolen accounts for sale on the dark web.<sup>2</sup>

### \$8.19 million

Average cost of a data breach in the U.S.<sup>3</sup>

"Adversaries are not stealing our networks; they're stealing the data on the network. So if the data isn't of] at the perimeter level ... then we're not going to survive moving into the future."

#### THOMAS SASALA, U.S. NAVY CHIEF DATA OFFICER

"We have to move to where our data is far more aware and where our data is essentially helping to protect itself, so [the data] knows where it is, who is trying to access it, and a lot of context around it. So [data] can be protected whether it is on a computer that is lost in a parking lot, or left on an airplane or someplace else where it is not secure ... or on someone else's cloud that we might have concerns about."

#### **GRANT SCHNEIDER. FEDERAL CISO**

"What do you mean, the data's compromised? Do you know how many systems we put in place to protect it?"

The cybersecurity status quo is broken and the security community sorely lacks the resources and tools to improvise and win.

Stolen sensitive and secure information can ruin careers, company reputations and may ultimately cost human lives. But monitoring and protecting a porous, ever-expanding network is no longer a viable strategy. Why?

- Data is the new attack surface.
- Existing policies are only as good as the people who follow them.



Percentage of data breaches that are unintentional<sup>4</sup>

• Historically, companies have been forced to manage risk by sacrificing the value of their data to attain an adequate level of security and compliance.



Increase in spending by companies to comply with new data privacy standards, 2011-20175

As sharing data becomes increasingly complex and restricted, the value of protected information depreciates. Information that cannot be accessed has no worth.



## What if you could

### Increase:

- Data integrity and security
- The value of your information

### With Sertainty, you can.

#### **DATA-LEVEL PROTECTION**

In effect, the Sertainty Data Privacy Platform creates a new layer of protection independent of the network, computer or directory where the data resides.

- The Sertainty Data Privacy Platform embeds the Sertainty Intelligence Module (along with encryption keys and authentication
- credentials) into the target data-file, creating a data-file which is far more "aware" and that protects itself.
- The Sertainty Data Privacy Platform resolves file storage and transport issues related to disparate systems, siloed operations and legacy applications.

The simplicity of the Sertainty Data Privacy Platform reduces likelihood of human error and a reliance on sophisticated cyber resources.

Billions of dollars of Intellectual Property are siphoned out of our Nation on an annual basis. We believe this fundamentally weakens our Nation and ultimately puts our citizens at risk. Sertainty wants to stop it. Our vision is to establish Self-Aware Data as the standard for data-centric security.

#### **DATA-LEVEL GOVERNANCE** AND MONITORING Data is protected at rest, in flight and

- in-process. It becomes:
- audit and record
- ٠
- focused protocols

### Reduce:

- Human error
- The void of valuable cyber resources

• **Self-Governing**: the integrity and value of the data is preserved

Self-Authenticating: data is forensically reliable via a self-

Self-Monitoring: data-file understands its context/location

 Self-Protecting: data defends itself rather than relying on perimeter-

#### **ASSIMILATES INTO EXISTING** DATA PROCESS FLOWS

With Sertainty Data Privacy Platform, there's no need for complex handoffs across platforms and programs.

- Simple, serverless implementation
- Operates seamlessly with legacy applications without requiring code changes
- Integrates audit logs into third-party applications such as SIEM tools
- Eliminates the hassles and vulnerabilities of server-based encryption key management and PKI certificate protocols
- Reduces dependence on man-hours to support and monitor network