



# Armorblox for Data Privacy

DATA LOSS PREVENTION  
(DLP)

## SUMMARY

Secure your enterprise  
against data loss

## BENEFITS

Armorblox protects your  
organization against  
malicious or accidental data  
privacy breaches, and helps  
you avoid financial penalties  
and brand damage.

### Unprecedented protection

across multiple sharing  
channels

### Intelligent detection

that goes beyond pattern  
matching

### Smart policies

simplify policy management

With employees sharing content over email, messaging apps, and cloud storage on a daily basis, **Data Privacy** is a major challenge for organizations. Privacy regulations such as the **Global Data Privacy Regulation (GDPR)** and the **California Consumer Privacy Act (CCPA)** raise the stakes for malicious or accidental data breaches alike.

Traditional perimeter-based Data Loss Prevention (DLP) solutions prove ineffective in detecting data exposure because they lack contextual understanding of the data as it's being shared. Using the latest advances in Natural Language Processing (NLP) and deep learning, the Armorblox Natural Language Understanding (NLU) platform can intelligently detect confidential content at rest and in transit and alert you when it has been accidentally or maliciously exposed through channels like email, cloud-based sharing or messaging.

The Armorblox Natural Language Understanding (NLU) platform allows your organization to:

1. Discover PII across email, messaging and cloud storage services,
2. Delete personal information when it is no longer needed,
3. Prevent data tampering or loss,
4. Detect and remediate data privacy violations, and
5. Detect and reverse accidental data disclosure.

**6.4m**  
records lost or  
stolen every day

Gemalto Breach Level Index 2018

**€10m**  
or 2% of worldwide  
revenue

Fine per GDPR violation

**Data Privacy Controls**

**Misaddressed Recipients**

Detect and quarantine emails sent to the wrong recipients

**Unauthorized Recipients**

Detect and quarantine emails sent to unauthorized recipients

**PII/PCI/Passwords**

Auto-detect sensitive content in data at rest or in transit

**Smart Policies**

User-triggered policy creation for confidential content

**Search and Forensics**

Discover sensitive topics and content across all documents and emails

**GDPR Compliance**

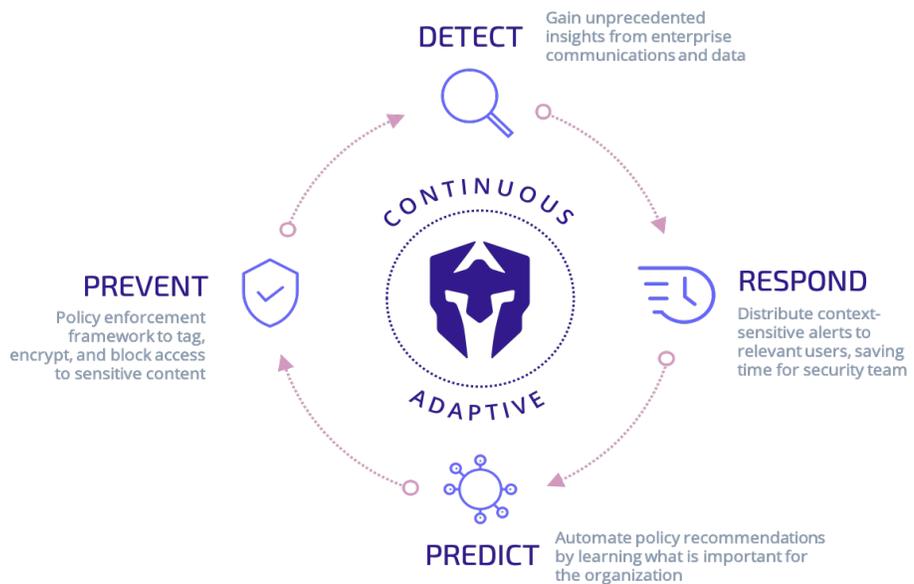
Armorblox can help with the following Data Subject Rights under GDPR, by identifying PII, PHI, and PCI data specific to a user for further action:

**Breach Notification.** Armorblox can intelligently detect improper data sharing and alert data protection officers so they can proactively take action, remediate the breach if possible and notify affected parties.

**Right to Access.** Armorblox offers comprehensive policy controls across multiple storage and communication channels that can limit data access to authorized processors.

**Right to be Forgotten.** Armorblox offers privacy remediation controls across multiple storage and communication channels, including data deletion upon request.

**Data Portability.** Armorblox offers comprehensive eDiscovery solutions that can identify and catalog personal information on a data subject across multiple storage and communication channels enabling easier compliance with data portability requests.



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**About Armorblox**

Armorblox has built the world's first natural language understanding platform, providing a new way to intelligently detect, alert and protect against identity-related attacks and data loss. Enterprises use Armorblox to automatically create and adapt policies, continuously measure risk exposure, and reduce alert fatigue. Founded in 2017, Armorblox is headquartered in Cupertino, CA and backed by General Catalyst.