

Data Governance and Security for the Hybrid Cloud

Reinforcing data governance with data discovery



DATA DISCOVERY

Data is an organization's most valuable asset. To maximize value from digital transformation initiatives, organizations must ensure that they are providing trusted data to their users that are in compliance with privacy and industry regulations. Without proper data discovery in place, enterprises are at risk of violating their customers' trust. Non-compliance to privacy and industry regulations negatively impacts a company's reputation, its shareholder value, and in extreme cases, its ability to operate.



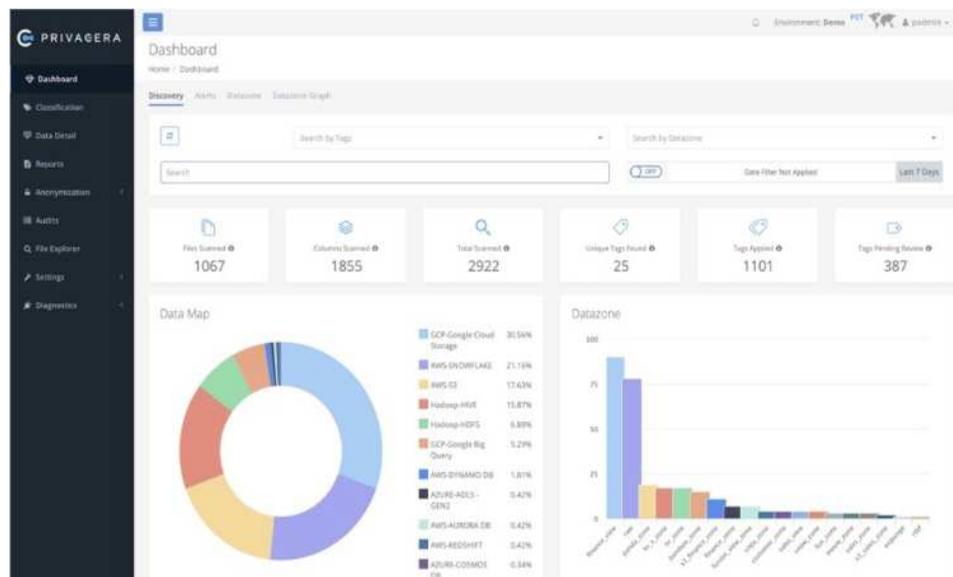
Privacera automatically scans and profiles sensitive data across cloud object stores, databases, and warehouses. The Privacera Platform leverages cloud infrastructure natively to discover and catalog sensitive data assets with high performance and fidelity with extreme scalability.

KEY BENEFITS

Get Instant Visibility

Privacera's Platform provides clear visibility into data assets and their usage through out-of-box reports, enabling administrators to:

- Create custom reports
- Easily prove compliance
- Proactively monitor and audit data access and behavior
- Get alerts when sensitive data is moved



Privacera Discovery dashboard provides at-a-glance view of key performance indicators (KPIs)

Simplify Regulatory Compliance

Privacera's Platform provides customizable design workflows and out-of-the-box labels and classifications, enabling administrators to:

- Seamlessly comply with regulations like CCPA and GDPR
- Monitor and audit access patterns
- Build compliance and governance workflows faster
- Manually review and approve workflows for data classification curation

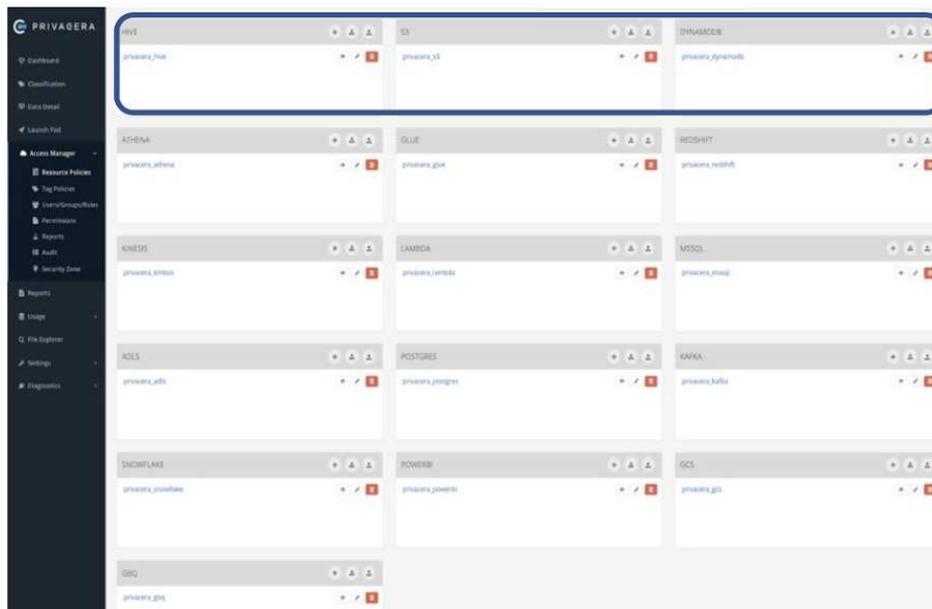


An alert is generated if a policy tries to include a data type that is not allowed

Heterogeneous Compatibility

The Privacera Platform enables teams to:

- Quickly connect to cloud storage and databases
- Scan data across hybrid storage systems and databases
- Get in-depth visibility of data and its usage through analytical services
- Classify and tag sensitive data using proprietary techniques



Centralized User Interface for Cloud Services

Automatically Scan Data at Near Real-time

Privacera's Data Discovery Module uses sophisticated rules, patterns, dictionaries, algorithms, and machine learning to enable teams to:

- Scan and tag sensitive data automatically
- See new data that enters the environment at near real-time
- Customize rules and algorithms to refine sensitive data detection

Scan Id	Status	Scan / Total Resource	Application	Resource	Create Time	Start Time	End Time	Duration
1592486873683_276_72	SUCCESS	25 / 25	Hadoop-HDFS	/pscanzone/panda*	2020-06-18 18:57:54.000	2020-06-18 18:58:32.766	2020-06-18 18:58:58.230	00:00:25.464
1592469975563_649_71	KILLED	0 / 0	AWS-S3	s3://pscanzone/finance	2020-06-18 14:16:16.000	2020-06-18 14:16:32.747	2020-06-18 14:18:39.537	00:02:06.790
1592416323050_269_70	KILLED	0 / 0	AWS-S3	s3://pscanzone/sales	2020-06-17 23:22:03.000	2020-06-17 23:22:32.851	2020-06-18 14:15:54.735	14:53:21.884
1591792311042_223_45	SUCCESS	1 / 1	Databricks-Databricks SparkSQL	customer/customer_us_exp	2020-06-10 18:01:51.000	2020-06-10 18:02:36.766	2020-06-10 18:03:47.068	00:01:10.302

Automatically scan data for sensitive information

Classify and Tag Sensitive Data

After sensitive data is identified and classified, tags are automatically applied to the data and stored in a scalable metadata store or sensitive data catalog, enabling:

- Administrators to provide users access to precise levels of data
- Data analysts and scientists to analyze sensitive data
- Third-party data catalog integrations

Datzone	Application	Resource	Updated On	Tag
PANDA_ZONE, Raw	HDFS	/pscanzone/panda/ssn_data/ssn_data/SSN.csv	2020-06-18 18:58:53.616	<div style="border: 1px solid black; padding: 5px;"> <p>CC</p> <p>GEO</p> <p>PERSON_NAME</p> <p>SSN</p> <p>+ Add / Edit</p> </div>

Tags are automatically applied to sensitive data