

# UNIFIED DATA SECURITY PLATFORM



## Platform Overview

As enterprises migrate to the cloud, accessing and securing data across various services and applications can be complex and challenging without effective governance. To drive business initiatives, product innovation, and ensure data is used ethically, it is critical to implement data access governance technology that centralizes visibility of data across multiple cloud sources, granularly controls data access, and provides detailed audits and reports of how data is accessed and used across business units.

Privacera's unified data security platform provides enterprises with automated, centralized visibility of data across multiple cloud sources, like AWS, Azure, Google Cloud, Databricks, Snowflake, and more, to ensure data is accessible for analysis, secured against unauthorized use, and compliant with regulations like CCPA, HIPAA, GDPR, and LGPD.

## PRIVACERA PLATFORM FEATURES

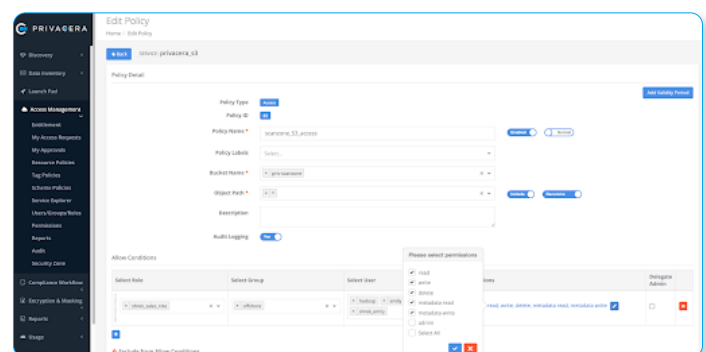
### Near Real-Time Sensitive Data Discovery

Automatically scan, identify, and tag sensitive data across multiple cloud databases and analytics platforms. Create a catalog of data classifications in a scalable metadata store.



### Fine-Grained Access Control And Automated Workflows

Gain comprehensive, granular access control across on-prem and cloud services. Create role, attribute, and tag-based policies to control data access at the file, row, and column levels, and grant or deny access requests with one click.



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# PRIVACERA PLATFORM FEATURES CONT.

## Enterprise-Grade Encryption And Masking

Store and manage encryption keys to cloud services with interoperable Hardware Security Modules and third-party encryption APIs. Get seamless encryption for data at-rest or in-motion with the Privacera Encryption Gateway (PEG).

Name	Description	Tags	Format Type	Scope	Policy	Encryption Api	Algorithm	Keys / Wraps	Actions
SECRET	General Text Encryption - AES 256		ADHOC/TEXT	All	PRIVACERA	Standard/SECRET	192000...	GROUPS...	
ADDRESS	Address - Standard	US_ADDRESS, US_CITY	PRE_ALPHA_NUMERIC	All	PRIVACERA	PRIVACERA	AgrhaKumar...	192000...	
EMAIL	Email - PII		EMAIL	All	PRIVACERA	PII	192000...	GROUPS...	
TEXT_NOTE	General Note		ADHOC/TEXT	All	PRIVACERA	Standard	192000...	GROUPS...	
US_IDMATTER/PHONE_NUMBER			PRE_ALPHA_NUMERIC	All	PRIVACERA	SECRET/TEXT	All	192000...	
CREDITCARD	CREDITCARD	CC	CC	All	PRIVACERA	PRIVACERA	AgrhaKumar...	192000...	
US_PHONE_NUMBER	US_PHONE_NUMBER	US_PHONE_NUMBER	PRE_ALPHA_NUMERIC	All	PRIVACERA	PRIVACERA	AgrhaKumar...	192000...	

## Comprehensive Auditing And Reporting

Get detailed audit trails to understand what data was accessed, by whom, when, and why. Customize data usage reports to provide internal and external audit teams for proof of compliance.

Service	Access By Tags	Users	IP Address	Resources
privacera_fi...	SDN	flora_arnold	71.174.242.2...	sales/usa_creditcard
privacera_us...	CD	web	102.88.129...	sales/usa_data
privacera_us...	EMAIL	john	172.20.0.17	data/usa
PERSON_INA...		padman	72.176.99.236	privacera/privacera-flora/usa/...
REG_CODE...		john	98.234.178.1...	sales/usa_data/us/country/reg...
US_ADDRESS		small_burndy		sales/usa_data/us/country/reg...
US_PHONE...		shreyas_k...		...
US_DP		mike_joshi		sales/usa_data/usname
				sales/usa_data
				privacera/privacera/...

# KEY BENEFITS

## Accelerate Cloud Migration



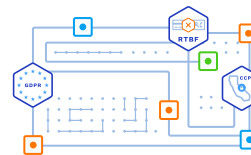
## Simplify Data Security



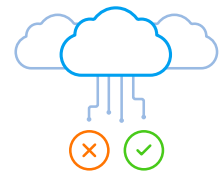
## Increase Data Protection



## Automate Compliance



## Streamline Data Access



Ready to get started with Privacera?  
Visit <https://privacera.com> to learn more,  
or contact us at [sales@privacera.com](mailto:sales@privacera.com).

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