CONCENTRIC

Privacy Data Risk Monitoring and Protection Solution Brief

Meet Regulatory and Security Mandates for privacy related data with ease

Why our customers love us

- Comprehensive PII data discovery, categorization and risk assessment without rules or regex

- Policy marketplace to identify risky behavior right out of the box

- Meet regulatory mandates for right-to-know, breach notification and right-to-be-forgotten requests and avoid customer data loss

- Agentless and easy to deploy — sign up in 10 minutes, see value in days

Data Privacy and Protection Challenges

Enterprises manage millions of documents and dozens of databases every day. Many contain personally identifiable information (PII) and other sensitive data that's hard to find and protect. Today's reality is that data loss is a daily occurrence. Breaches can take months to find, while compliance demands are getting harder and harder to meet.

Concentric's Unique Approach

The Concentric Semantic Intelligence solution uses sophisticated machine learning technologies to autonomously scan and categorize data — from financial data to PII/PHI/PCI to intellectual property to business confidential data – wherever it is stored. Our Risk Distance analysis autonomously identifies PII, learns how it's used, and determines whether it's at risk.

Overview

With privacy regulations like Europe's General Data Protection Rules (GDPR) and California's Consumer Privacy Act (CCPA), businesses collecting data about anyone – from customers and patients to employees and website visitors – have new mandates for data transparency and protection, regardless of when it was collected or how it is being used.

What's more, the price of non-compliance can be high: according to the 2022 Ponemon Cost of a Data Breach report, the average cost of a breach is US$4.35M. On average, records containing PII cost enterprises 164 dollars per record.

The good news: deploying AI security and automation tools reduces the cost of a data breach by US $3.05M.

Unfortunately, few organizations are ready to meet these mandates. Fewer still have the ability to manage ongoing privacy data risks. The problem is that PII is everywhere: from the databases that power your business to the millions of documents your employees use every day. Successful compliance and risk mitigation starts with knowing what data you have.

That's where Concentric AI comes in. Our Semantic Intelligence™ solution uses deep learning to scan and understand all your regulated data from a risk perspective — wherever it's stored.

Our patent pending Risk Distance™ analysis clearly addresses the key questions surrounding data risk: where sensitive data resides, whether it is being shared only with authorized parities, and whether it has been shared or accessed appropriately.

We give you the information you need to complete compliance tasks today and protect you from PII data loss.

How Concentric works

Five things you need to know about Concentric's operation and integration:

1. Concentric's deep learning engine scans and understands your data, wherever it's stored

2. Delivers extended contextual insights, pinpoints PII, how it's being used, where it's located and whether it's at risk

3. Risk Distance™ assesses risk from the following problems without rules, regex or end-user involvement:

- Inappropriate internal or third-party sharing

- Wrong storage locations

- Overly permissive access configurations

- Improper data access

4. Delivers easy, autonomous remediation fixes access issues and reduces odds of a governance violation

5. Improves DLP, CASB data security policy enforcement without rule and policy management

FAQ

Can Concentric find PII across all my data stores?
We connect to on-premises unstructured data storage, structured databases and cloud repositories as well as messaging and email applications. That means we can find PII wherever you've stored it.

**How do I know that all my customer data has been classified correctly?**
Concentric can help classify all PII data with context. In addition, the solution can check each data's classification and compare it to similar peer data. We can identify un-classified and mis-classified data without needing manually maintained rules or policies.

Can Concentric discover if my sensitive customer data is being shared appropriately?
Our Risk Distance™ analysis autonomously compares data to its peers and instantly detects inappropriate permissions, inaccurate entitlements, risky sharing and unauthorized access without any upfront rules or policies. The solution also remediates these issues to reduce odds of data loss or governance violation.

How does Concentric fit in with my existing privacy operations?
We discover PII data, identify how it's used and continually assess it for risk. Our results help you respond to data access audits and data subject access requests (DSAR). The solution also proactively detects and remediates risk from sharing and access violations to prevent data loss and ensure compliance with various privacy regulations.
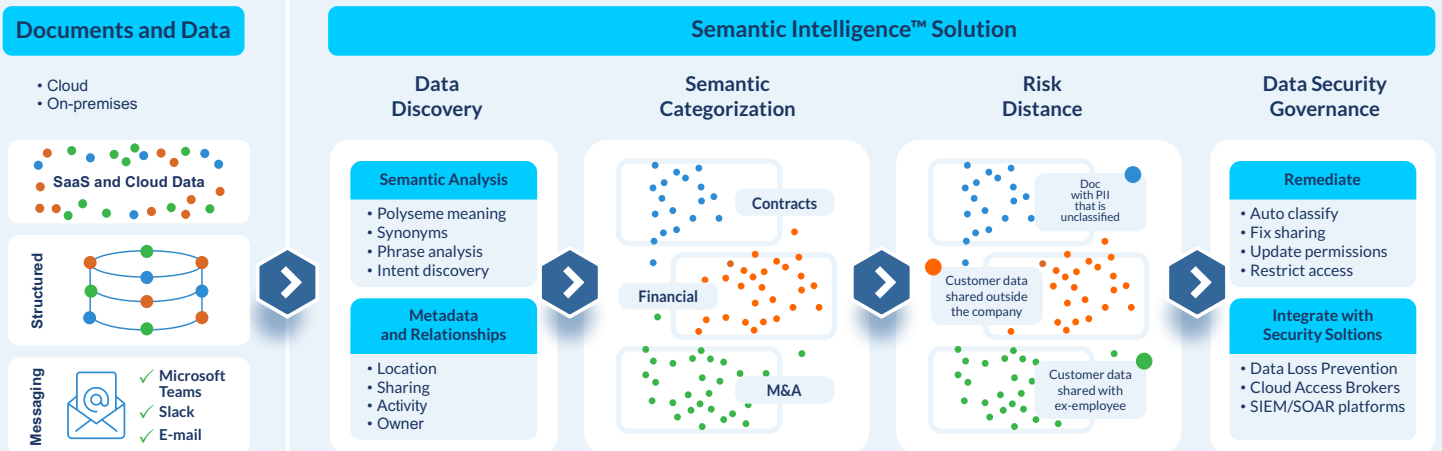
Summary

Concentric's powerful deep learning technology finds PII data and gives you an unparalleled contextual understanding of each piece of data. With Concentric, you'll quickly identify data with PII, understand how it is being used, and immediately understand any potential risks. We can help you respond to DSRs, demonstrate data access control to auditors and mitigate ongoing risk – all without complex rules or relying on end users. Your data speaks for itself, and

Concentric knows how to listen. As a SaaS solution, it's easy to give us a try using your own data. Concentric is agentless and easy to deploy — sign up in 10 minutes and see value in days.

Broad Connectivity

Concentric Semantic Intelligence™ offers API connectivity to securely scan unstructured data wherever it's stored: on-premises, in the cloud, in email or on messaging platforms.

We support Office365, Slack, Microsoft Teams, e-mail, Amazon S3, Snowflake, OneDrive, Google Drive, Box, Dropbox, SharePoint Online, Windows file shares, PostgreSQL, MySQL, and more more (click here for current list). Continuous autonomous monitoring ensures your data is constantly protected and compliant

About Concentric

Venture funded by top Silicon Valley VCs → A secure SaaS solution, API driven → SOC 2 Type 2 certified

Gartner COOL VENDOR 2021

SC awards
2021 FINALIST
Rookie Security Company of the Year

GLOBAL INFOSEC AWARDS WINNER CYBER DEFENSE MAGAZINE 2021

Try Concentric using your own data. Contact us today for a free risk assessment and we'll help you plan your next data privacy move.

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