



Breakwater Data Privacy as a Service

An efficient, cost-effective solution for foundational privacy management of unstructured data in cloud and on-premises systems

Why privacy is important for your company

Privacy is the fastest growing area of data risk due to regulations, litigation, and cyber incidents.

In the first three years of GDPR enforcement, EU regulators have enacted almost 1,100 fines for a total value over €1.6B. The US legal model makes it relatively easy to file lawsuits, and privacy is the new target. In the US, there are over 260 lawsuits that reference the California Privacy Rights Act (CPRA). In 2021, there were at least 17 class settlements with CCPA claims that have received—or are awaiting—final court approval with a median settlement value of \$2.6 million.

And CCPA is much more far-reaching than CA courts. CCPA-related suits have been filed in 33 courts across 20 states. The cases have come from multiple industries. 90% of the 2021 CCPA cases are specifically tied back to data breaches, demonstrating that privacy and data security are interrelated disciplines. Therefore, proactively identifying and securing sensitive data is necessary before a breach or ransomware event.

Privacy for the rest of us

Breakwater Data Privacy as a Service (DPaaS) allows companies to discover, analyze, and protect data from privacy risks with a solution that combines a modern **data discovery and management platform**, an **implementation methodology** designed by Breakwater's privacy experts, and **operational processes** designed by Breakwater's managed services team. Standard operational models are supported, from self-service to managed assistance to full operational management by Breakwater or one of its managed services partners (MSPs).

The solution supports four foundational privacy requirements:

- Privacy Risk Assessment
- Data Profiling and Classification
- Risk Mitigation and Data Minimization
- Data Migration and Localization

A complete approach to privacy for unstructured data

The privacy solution consists of three components: the Breakwater Privacy application, the Breakwater Privacy Best Practice Playbook and Runbook, and the Breakwater Governance Cloud platform.

Breakwater Privacy Best Practice Playbook and Runbook

Breakwater provides best practices designed by experienced industry professionals in privacy, information governance, and cyber security to help customers move from planning to operation. Breakwater's privacy playbook helps align requirements and processes, enabling technology to drive automation. Combined with a privacy runbook that provides detailed operational instructions, customers can use this expert knowledge to rapidly deploy and operate Breakwater-delivered solutions either by themselves, in partnership with their managed service providers (MSPs), or with assistance directly from Breakwater.

Breakwater Privacy

Breakwater Privacy™ enables customers to identify and remediate data privacy concerns in a fraction of the time by connecting to multiple unstructured data sources and leveraging artificial intelligence (AI) to sample and segment data targeting hot spots. Problematic data can be grouped, and policy-driven actions like Quarantine, Delete, and Append Name can be applied. These capabilities are beneficial to proactive cyber security processes by protecting or removing files that hackers typically access during a cyber breach.

AI segmentation and sampling - a new approach to rapidly analyzing data

Breakwater Privacy changes the approach to data privacy by providing a practical methodology for identifying and prioritizing data stores with high volumes of sensitive data and personally identifiable information (PII) through AI segmentation and sampling. AI segmentation is the process of creating the equivalent of a fingerprint of files that contain sensitive personal data and PII. Sampling is the process of evaluating a select number of files out of an entire corpus and extrapolating the analysis to the larger data set with a level of confidence. Combined, these techniques provide the fastest method to profile and reduce risk in large volumes of data.

Out-of-the-box categorizations

Breakwater provides a set of out-of-the-box categorizations to reduce the time and complexity of initiating a privacy program. These categorizations prioritize the discovery elements of sensitive information that are the riskiest. The categories cover Personal, Financial, Health, Employment & Biometric Data and can be utilized to help comply with multiple regulations, including CCPA, GDPR, LGPD, HIPAA, and PCI.

Breakwater Governance Cloud

Breakwater Privacy enables customers to identify high risk personal and sensitive information and remediate data privacy concerns by connecting to multiple unstructured data sources and leveraging artificial intelligence (AI) to sample and segment data targeting hot spots. Problematic data can be grouped, and policy-driven actions like Quarantine, Delete, and Append Name can be applied. Encryption will soon be available. These capabilities also benefit proactive cybersecurity by protecting or removing files containing sensitive information that may be compromised during a cyber incident.

About Breakwater

Breakwater helps mitigate risk and gain insight from sprawling information by combining technology automation and human expertise. Our expert consulting, software, and managed services address the challenges within information governance, disputes and investigations, regulatory compliance, privacy, and cybersecurity. Our solutions allow governance, legal, and risk professionals to locate, access, analyze, and manage information by making data transparent and actionable. Breakwater helps clients in public and private sectors mitigate risk, improve productivity, and increase profitability by transforming how they use data.

Learn more at www.breakwatersolutions.com.

Copyright © 2022 Breakwater Solutions LLC