



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. With almost 140 of 194 countries having some level of privacy regulation, the challenges of complying with multiple privacy regulations in a global economy are increasing.

Privacy laws and enforcement span as we know them today, ranging from maturing, like the EU's well-known General Data Protection Regulation (GDPR), newer laws, like China's Personal Information Protection Law (PIPL), to emerging, like India's Personal Data Protection Bill. And privacy regulations are not static. The EU is drafting GDPR 2.0. Switzerland will begin enforcement 2023 of the New Federal Act on Data Protection (nFADP).

And enforcement is active.

EU/GDPR - In the first three years of GDPR enforcement, EU regulators have enacted almost 1,100 fines for a total value of over €1.6B.

Singapore/PDPA – Singapore in 2022 increased the maximum financial to (1) up to 10% of an organization's annual turnover in Singapore; or (2) SGD 1 million, whichever is higher, to act as a stronger deterrent.

US/CPRA - 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). 90% of the 2021 CCPA cases are tied back to data breaches, demonstrating that privacy and data security are interrelated disciplines.

The good news is that while this patchwork of international and national laws has its nuances, they share a fundamental set of core requirements for companies to discover, identify, and act on data.

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 Assessment 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 assessment helps align requirements and processes. 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 runs on the Breakwater Governance Cloud™, which can be implemented via all the modern technology deployment models – SaaS, single-tenant public or private cloud, or on-premises. The platform scales to large enterprises through the deployment of decentralized processing nodes. Additionally, organizations can deploy instances within a region in compliance with data localization regulations.

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, cybersecurity, and legal operations. 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.