

## SOLUTION BRIEF

### The **Problem**

In today's interconnected and cloud-centric world, the need to protect consumer and employee personal data is becoming more and more evident. A growing number of organizations understand that ineffective or nonexistent privacy protection programs expose their business to significant risks, both from a financial and legal perspective; from costly regulatory fines and stock price drops to liability to customers and shareholders.

While some organizations have made efforts to build a culture of privacy, including the deployment of a data security ecosystem that is aligned with privacy objectives, many challenges remain, including internal mistakes, workflow bottlenecks, and privacy solution false positives, to name a few.

Organizations that have yet to deploy a modern data security program but realize the risk of hosting unsecured personal data in their systems struggle with the challenge of fully grasping what can be implemented within current budget and program restraints.

At either end of this spectrum, however, there is the realization that a culture of privacy and secured personal data is a requirement to the business moving forward.

### The **Solution**

Creating a privacy ecosystem requires a deep understanding of the risks associated with handling and storing personal data in internal systems. Organizations must be able to limit the exposure of personal data, build reports on activities and threat levels, and educate end-users about best practices around personal data handling. This privacy solution must also ensure the business meets the growing list of regulatory compliance mandates set out around privacy, while demonstrating to employees, customers, and shareholders that their personal data is being protected.

### WHY DO YOU NEED A PRIVACY SOLUTION?

In a recent survey, we asked people to review a selection of brief, typical emails and identify those that contained personally identifiable information (PII).

- On average, **22%** of emails containing **personal data were misidentified** by survey respondents
- **30%** of respondents did not consider **sensitive health information** to be personal data.
- **13%** of respondents did not consider a **credit card number** to be personal data.
- Survey results suggest that a company with 1,000 employees might **mishandle 2+ million emails/year**.

*(Titus "Personal Data Awareness" Survey 2019)*

# Titus accelerator **for privacy**

## Titus – **How we can help**

Titus Accelerator for Privacy is a solution that helps organizations accurately identify personal identifiable information (PII) and offer suggestions for, or even automatically determine, how to handle such information. Titus Accelerator for Privacy uses Deep Learning, a form of Machine Learning, to categorize data. It scans through content focusing on personal identifiable information, using both words and the context of those words to reduce false positives.

As a result, Titus Accelerator for Privacy adds several important capabilities and benefits to your organization's privacy program, including;

- **Reduced Risk:** Titus Accelerator for Privacy dramatically enhances privacy protection and reduces risk by accurately and efficiently detecting personal data. By evaluating words within the surrounding context, Titus Accelerator for Privacy can accurately predict what constitutes personal data, and automatically enact the applicable data protection policy.
- **Privacy Compliance:** Titus Accelerator for Privacy meets your organizations long-term compliance requirements needs. This lightweight solution can be deployed quickly, making it an ideal starting point for organizations beginning their privacy journey. As privacy and security ecosystems grow and form, Titus Accelerator for Privacy becomes an integral part of this program, ensuring all pieces of your ecosystem work as a fully optimized data privacy solution.
- **Added Context to Your Data:** Titus Accelerator for Privacy embeds enriched metadata into your organization's files, allowing seamless integration with your organization's privacy and security ecosystem.
- **Downstream Protection:** Titus Accelerator for Privacy is part of an open ecosystem, ensuring your organization's ability to choose best-of-breed technologies and services to protect your most valuable data. Third-party solutions downstream can easily leverage the technology-agnostic Titus metadata in a fully interoperable, data security ecosystem.
- **Optimized Workflow:** Data security solutions often require end users to spend time and energy to ensure data is protected, causing frustration and delays. Titus Accelerator for Privacy provides a seamless user experience, alleviating a common barrier to successful data protection. This allows for optimized organizational workflows and improved productivity.

Privacy and data protection solutions can be cumbersome, ineffective, and costly. Titus Accelerator for Privacy is a scalable solution that is highly accurate, integrates seamlessly with existing security products, and offers an effective way to reduce risk. Any organization in need of protecting sensitive personal data can enhance and optimize their privacy solution with the use of Titus Accelerator for Privacy; both for current and future requirements.

## About **Titus**

Titus is a leader in providing solutions that enable businesses to accelerate their adoption of data protection. Millions of users in over 120 countries trust Titus to keep their data compliant and secure, including some of the largest financial institutions and manufacturing companies in the world, government and military organizations across the G-7 and Australia, and Fortune 2000 companies. To learn more about how Titus can help with CUI and CNSI marking and metadata programs visit [www.titus.com](http://www.titus.com).



Protect your data.  
**Free your business.**

