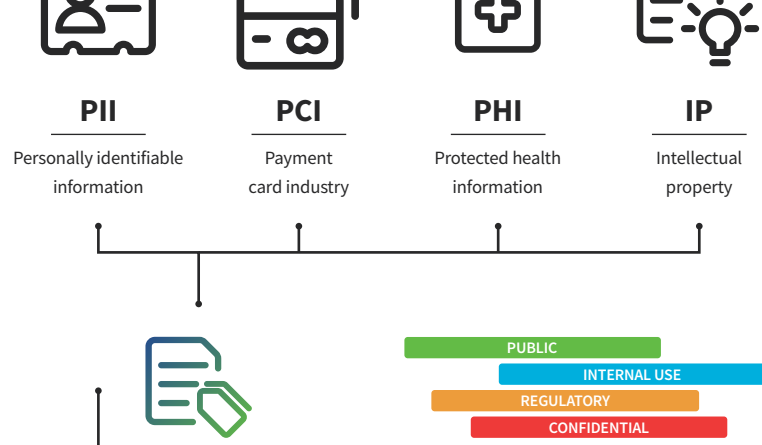


Is your data classified?

Accurately discovering and classifying sensitive data is essential to protecting it. For many enterprises, searching for, identifying and classifying huge volumes of data can be cost-prohibitive.

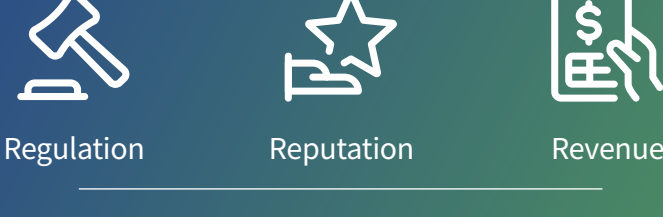
What types of classification are needed?



Who is responsible for classification?



What's at stake?



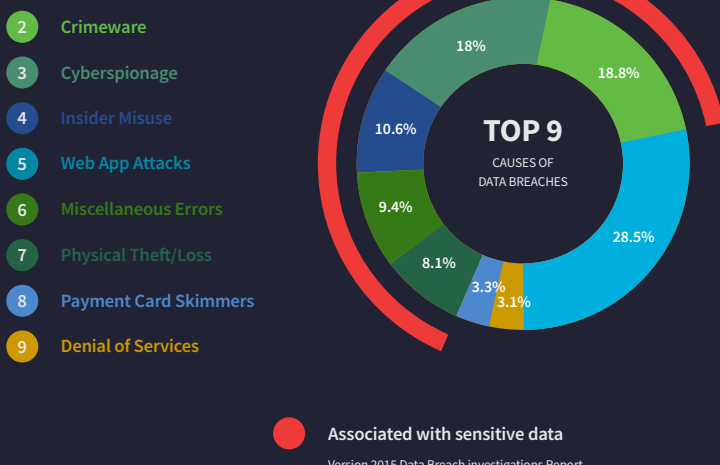
- Regulatory data**
Information that must be provided by a company to a regulatory agency.
- Broadly applicable laws and regulations**
Sarbanes-Oxley Act (SOX) / Payment Card Industry Data / Security Standard (PCI DSS) / Gramm-Leach-Bliley Act (GLB)
- Company confidential data**
Proprietary and protected information by a term of agreement between the employer & employee.
- Industry-specific guidelines & requirements**
Health Insurance Portability and Accountability Act (HIPAA)
- Personal identifiable information**
Information that can be used to distinguish one person from another and can be used for de-anonymizing anonymous data.
- International laws**

The cost increases following the data breach are primarily due to the additional expenses required to preserve the **organization's brand reputation**.

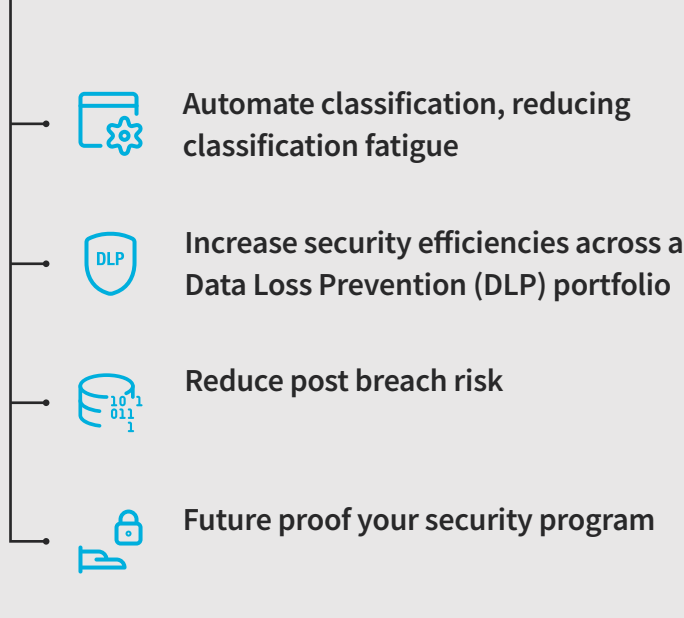
— 2014 Cost of Data Breach Study: United States*

What's the impact of poor or no classification?

Classifying your sensitive data prevents and reduces risk for 75% of breach events.



How to tackle classification?



Start protecting your data today.

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.



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