



### REAL-TIME SECURITY, VISIBILITY AND CONTROL OVER PERSONAL DATA. SIMPLIFY GDPR COMPLIANCE.

The implementation of the European Union’s General Data Protection Regulation (GDPR) applies since 25 May 2018, and it obliges all organizations without exception to **strengthen the security of the Personally Identifiable Information (PII)** they store and/or process, especially the data held, used or sent on **employees’ and collaborators’ devices**.

### WHY DO YOU NEED TO PROTECT YOUR ORGANIZATION’S PERSONAL AND SENSITIVE DATA?

The GDPR regulation brought in hefty fines of up to €20 million or 4% of a company’s global annual turnover in the event of breach. **The GDPR impacts all companies**, including those outside the EU, that collect and store the personal data of any EU citizens.

Companies must also be prepared to avoid the reputational damage caused by a data leak, and its negative effects on the confidence of employees as well as current and potential customers.

Organizations are facing some major challenges to comply with this regulation. Mainly, they need to be able to:

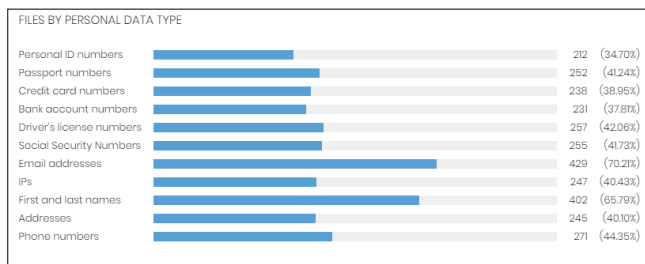
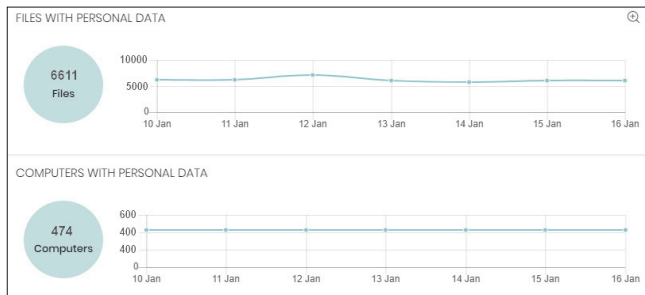
- **Reduce the proliferation of uncontrolled and unstructured data.** Unstructured data stored on servers as well as on employees' and collaborators' endpoints and devices make up roughly 80 percent of all business-related data. And just as the volume of unstructured data doubles every year, so too does the risk faced by businesses.
- **Tackle the exponential increase in exfiltration cases.** The number of cases where data is exfiltrated from IT systems is increasing every day. The affected organization is often not even aware that this is happening. These data thefts are usually due to external attacks, malicious insiders aiming to make money or get revenge, or simply negligence.

### THE SOLUTION: PANDA DATA CONTROL

It's a security module integrated into the solution Panda Adaptive Defense. It is **specifically designed to help you to comply with the GDPR** and other regulations on data protection and processing (PCI, HIPAA, etc.).

**Panda Data Control automatically discovers, classifies, audits and monitors the personal unstructured<sup>1</sup> data** stored on computers and servers: From data at rest, to data in use and data in motion.

Its powerful **custom search engine allows administrators to find any file in the organization with personal data** belonging to a specific individual, as well as sensitive information: IDs, email, bank account numbers, social security numbers, phone number, address, etc.



Figures 1 y 2 - Access to different panels to visualize files with Personal Data, Computers With Personal Data and Files By Personal Data Type.

### BENEFITS

#### DISCOVER AND AUDIT

Automatically identify files with personal data (PII) as well as the users, employees, collaborators, endpoints and servers in your organization that are accessing personally identifiable information.

#### MONITOR AND DETECT

The visualization and exploitation of the data collected in the monitoring process offers visibility of suspicious or unauthorized use of files containing PII. Panda Data Control helps you to implement proactive measures to prevent access to PII with the help of reports.

#### CUSTOMIZED SEARCHES

for any personal information the company wants to monitor. The search engine allows users to precisely locate files, and they can also establish their own search criteria.

#### SIMPLIFY MANAGEMENT

The module is native in Panda Adaptive Defense, so it doesn't require organizations to deploy anything other than the standard protection and can be easily activated. Once activated, the module is enabled and managed from the cloud platform.

#### CONTROL AND DEMONSTRATE

Prove to your managers, the DPO (Data Protection Officer), and the rest of your organization's employees, that the company carries out exhaustive monitoring of its personal data and the files where it is stored.

## KEY CAPACITIES

### DATA DISCOVERY

Data discovery is the first and most important step in any information security program. Panda Data Control automatically classifies and creates an indexed inventory of all files, including duplicates, that store unstructured personal data (data at rest), with the number of occurrences of each type of data. These files can be deleted from the inventory.

The classification process uses a combination of rules, regular expressions, and machine learning techniques, among others, optimizing classification results while reducing false positives and resource consumption on devices. Scheduler feature determines when the full disk analysis is launched (required for inventory and searches).

### DATA SEARCH

Run free custom searches to find files with specific content. Panda Data Control will generate a list of all files containing the information, with the option to export it for easier management.

Panda Data Control makes it easier to locate certain types of data that can normally only be identified by whoever created or owns it, which can be one of the greatest challenges in preventing information leaks.

### DATA MONITORING

Monitor the various types of operations performed on unstructured files (data in use), while keeping the personal data file inventory fully up to date. Any attempt to copy or move any of these files out of the network via email, web browsers, FTP or removable storage (data in motion) is recorded by the module.

Its advanced monitoring capacity allows the configuration of monitoring rules, defined by users, on files containing personal data stored on disks and email attachments. For example: Files located in a specific path, with a specific extension, or files with a specific name or content.

### DATA VISUALIZATION

The results of the data monitoring and discovery tasks are continuously synched on the Adaptive Defense platform and in its module Advanced Visualization Tool. This module provides tools for investigating all events affecting data at rest, in use and in motion, both in real-time and retrospectively throughout its lifecycle on devices.

The results are presented in preconfigured, intuitive dashboards, which allow a visual analysis of the data and patterns, helping to cover use cases so that you can properly configure your data security.

## PERSONAL DATA SECURITY AND GOVERNANCE

**You can't protect information you can't see.** This is why it is so important for companies that want to comply with the GDPR to know **what information they store and where to find it.** This way, they can establish data control and security policies for this data. For this to be possible, **the first step is discovery.**

**The module Panda Data Control both discovers and classifies** this information and carries out an **inventory of personal data files.** It allows you to expand your capacity to locate information with the **search engine** for unstructured data in locations that other solutions cannot reach, such as Excel spreadsheets, PDFs, Open Office, etc. Data is constantly modified and moved around, so is necessary to be able to **supervise** every action carried out on it. **Panda Data Control monitors files in real time,** meaning that you can **control** and **monitor** them, **reducing the exposure of sensitive data.**

The module includes a **platform for visualization and for exploiting the logs gathered in the monitoring process.** This information is represented in **predefined dashboards** that incorporate KPIs and graphs with key information, providing a detailed view of the status of your organization in terms of data processing. **Panda Data Control** puts at your disposal all the tools and information you need for **personal data governance.**

Dashboard	Group	Widget
<b>Files and machines with PII</b>	Data files with PII	<ul style="list-style-type: none"> <li>General View</li> <li>PII files opened</li> </ul>
	Machines with PII	<ul style="list-style-type: none"> <li>Top 10 machines with operations on PII files</li> <li>Top 100 machines that send attachments that include PII</li> </ul>
	Processes accessing PII files	<ul style="list-style-type: none"> <li>Top processes accessing PII files</li> <li>Distribution of processes by category</li> </ul>
<b>User operations on PII files</b>	User operations	<ul style="list-style-type: none"> <li>User operations by device type on PII files</li> <li>Distribution of types of operation in PII files</li> <li>Calendar of user operations on removable drives</li> </ul>
	Most active users	<ul style="list-style-type: none"> <li>Top 10 users involved in create operations</li> <li>Top 10 users running malware</li> <li>Top 10 users involved in open operations</li> <li>Top 100 users that send attachments that include PII</li> </ul>
<b>Risk of PII Exfiltration</b>	Operations with risk of exfiltration	<ul style="list-style-type: none"> <li>Number of operations with files at risk of exfiltration</li> <li>Top 10 largest files at risk of exfiltration</li> </ul>
<b>User Monitored Files</b>	Files	<ul style="list-style-type: none"> <li>Top 100 rules with operations on files monitored</li> <li>Top 100 machines with operations on files monitored</li> </ul>
	Attachments	<ul style="list-style-type: none"> <li>Top 100 machines that sent attachments monitored</li> <li>Top 100 users that received attachments monitored</li> </ul>

<sup>1</sup> Unstructured data refer to data that does not reside in a database or any other data structure. Unstructured data can be textual or non-textual. Panda Data Control focuses on the textual unstructured data held on endpoints and servers.