



Protect Federal Data and Maintain Compliance: Data Visibility and Control

Peggy Tsai
Chief Data Officer at BigID



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Chief Data Officer



- 20 years of experience in data management, stewardship & governance in FinServ: S&P Global, AIG, Morgan Stanley Institutional and Wealth Management
- Adjunct Faculty Member at Carnegie Mellon's CDataO Program
- EDM Council Women Data Professional Forum's Global Co-Lead for Events
- Founding Member of *Women Leaders in Data & AI* and *Cultstrata.AI* (startup for privacy, security, and data)

What is BigID?

The first AI-augmented data discovery and risk remediation platform for Cloud, SaaS & Data Center

Unmatched Data Discovery

Automated dark data, duplicate data, and shadow server discovery in Cloud + Data Center & Structured + Unstructured

Advanced AI Classification

Industry first tunable and trainable classifiers. First platform to support NLP, Graph, Generative & Deep Learning AI options in addition to non-AI pattern.

Smarter Risk Analysis

Understand aggregated risk based on data sensitivity, access, cross border flow, duplication and deployment configuration.

Identity / Location Awareness

First DSPM with patented Identity & residency awareness for automating compliance with privacy & residency use cases.

More Remediation Actions

Only DSPM to natively support delegated remediation, retention, minimization, deduplication, obfuscation, labeling and more.

Stateful Privacy & Governance

First DSPM to maintain a stateful inventory of sensitive data to support data privacy & governance use cases.

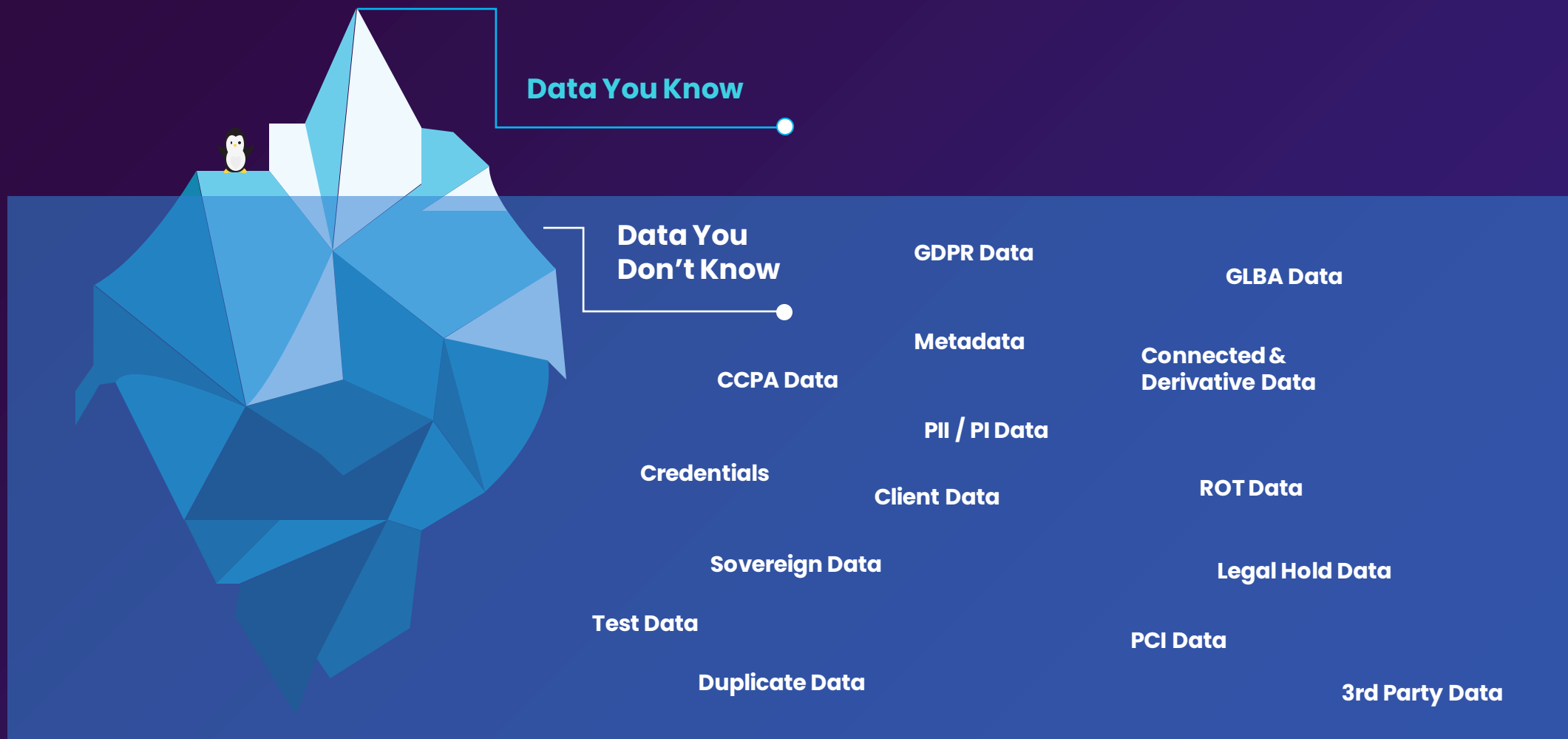
Built for the Enterprise

Only DSPM with fully integrated PIM / PAM support, native RBAC, configurable sampling, local processing etc.

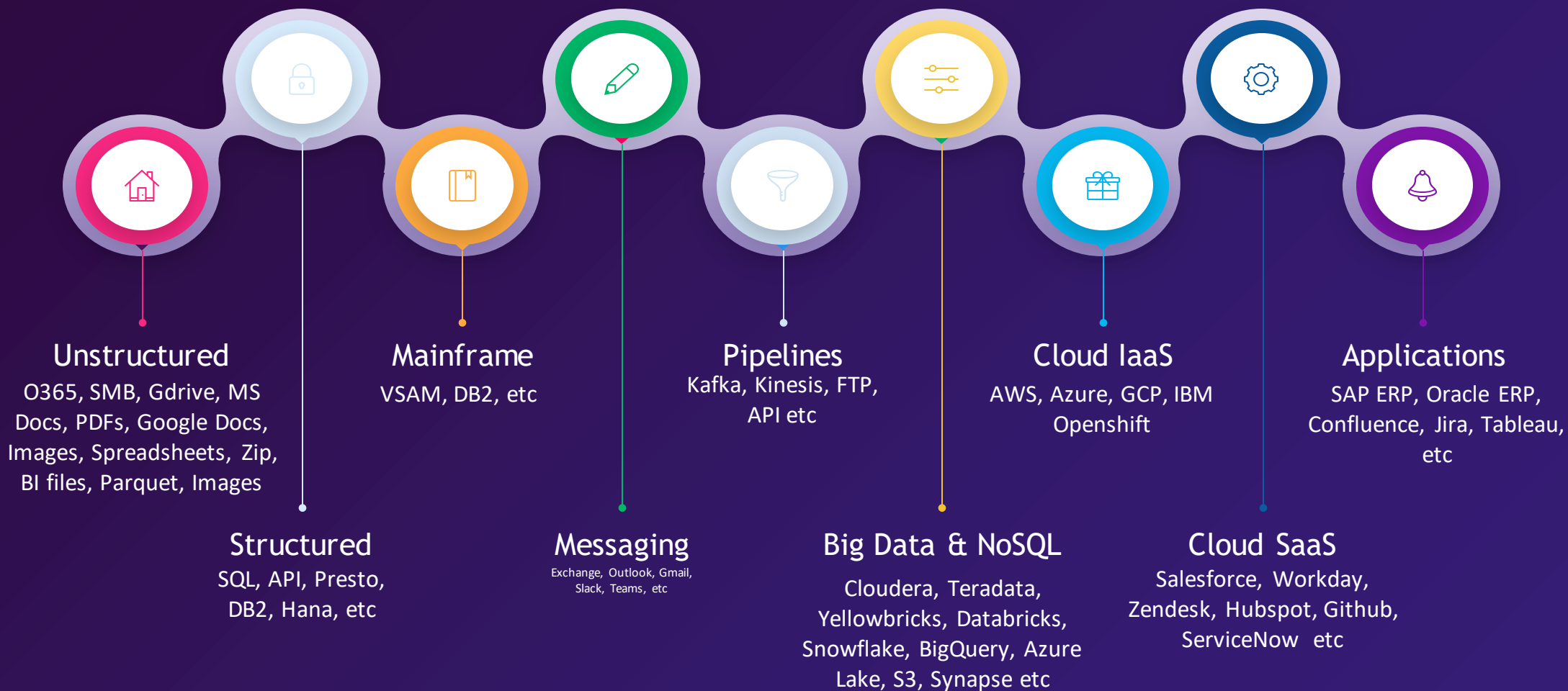
Category Leading Partner Ecosystem

Only DSPM certified for Snowflake, Databricks, ServiceNow, Splunk, Hashicorp, Purview, Cyberark, PCI, HIPAA etc

Gain Total Visibility and Control over Data



Discover and Connect Across Data Silos



DATA LIFECYCLE MANAGEMENT



Create



Integrate



Explore

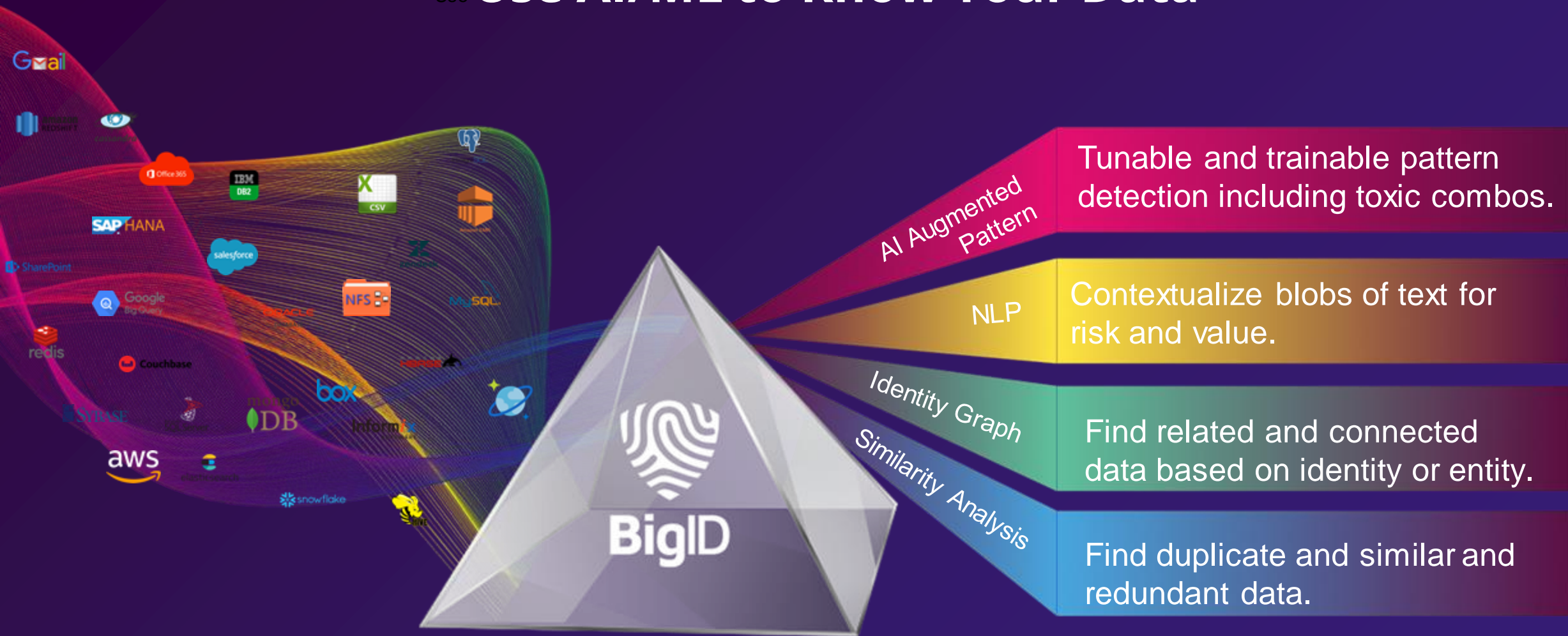


Manage



Delete

Use AI/ML to Know Your Data

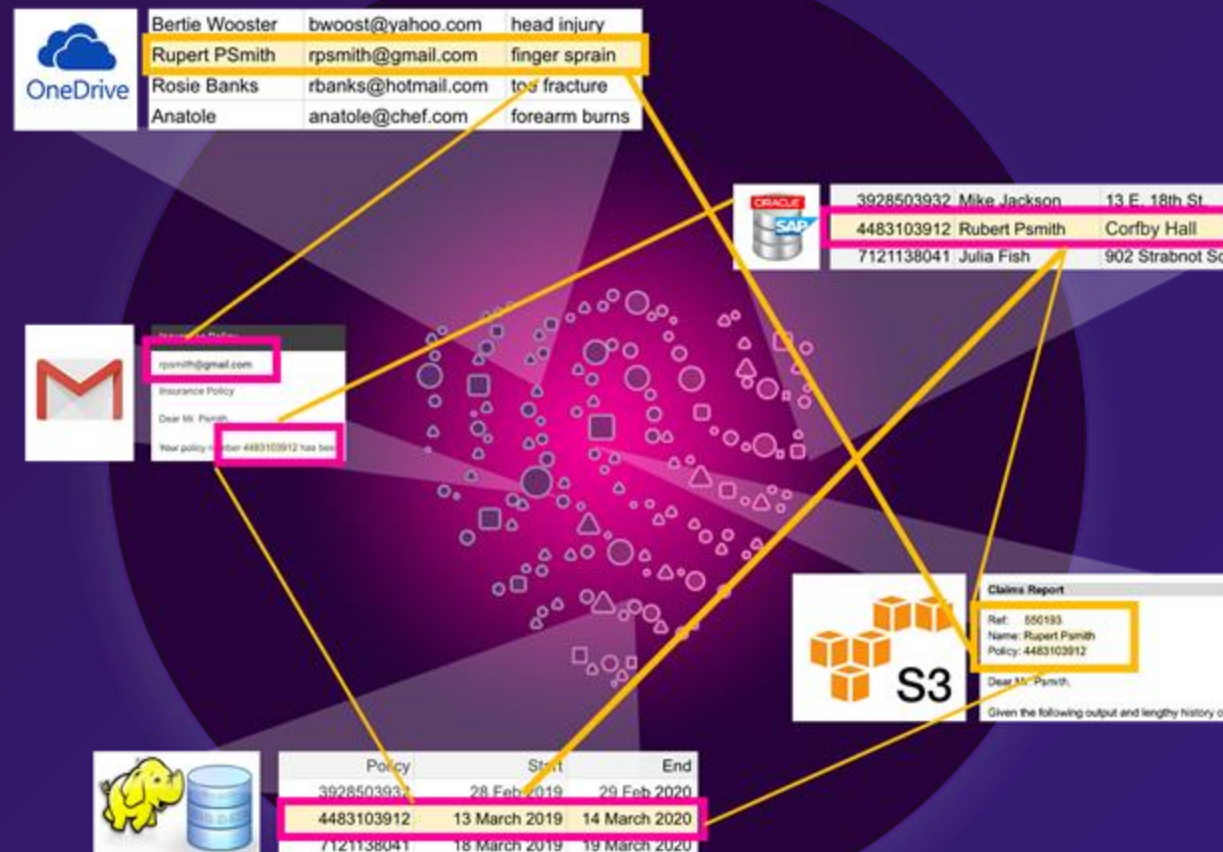


Let's take an example of sensitive data!

- ☑ Personally Identifiable Information
- ☑ Personal Contact Information
- ☑ Personal Demographic Information
- ☑ Personal Financial Information
- ☑ Personal Health and Medical Information
- ☑ Personal Biometric Data
- ☑ Personal Online Identifiers
- ☑ Personal Location Data
- ☑ Personal Employment Information
- ☑ Personal Preferences

U.S. Patented Identity & Residency Awareness

- ✓ Find All Data Connected to a Person Across Any Data Store
- ✓ Fully Automate Data Access & Deletion Fulfillment
- ✓ Determine Country and State of Residency for X-border Violations
- ✓ Simplify Breach Impact Analysis & Response Based on Residency



Best Practices for Continuous Compliance and Visibility



Industry-Leading Enterprise: Privacy Protection

Classification & Catalogue

Identification of sensitive data inside
a searchable catalogue

Automated Reporting

Automate preferences, data rights,
assessments, RoPA and dynamic data map



Scalability

Modern scan reporting and progress
tracking across data sources

Changing Privacy Laws

Address evolving data privacy and
protection regulations with privacy
rights management and reporting

Industry-Leading Enterprise: Zero Trust: Security

- > Risk posture management including on-demand, risk-aware, data-centric security for data across the cloud
- > Protect your company from fines, data breaches, and damages to brand reputation by reducing the attack surface and remediating risk.
- > Find and secure secrets inside your company: passwords, API keys, encryption keys, session keys
- > Advanced Role Based Access down across UX and Apps to enable custom scoping of what different users can see and do



INDUSTRY USE CASE: LAW FIRMS



RISKS AND CONSEQUENCES

- Legal Exposure
- Security Risk
- Cost of Storage
- Low Technology Resources

DATA CHALLENGES

- Fear of Spoilation
- Uncertainty of Data to Delete
- Time-consuming to delete data
- Path of least resistance



INDUSTRY USE CASE: RETAIL INDUSTRY

RISKS AND CONSEQUENCES

- CyberSecurity Risks
- Global Privacy Laws
- Economic Risks

DATA CHALLENGES

- Siloed legacy data
- Transactional data
- Non-regulated industry

Statefulness for Privacy & Governance

Continuously Updated Virtual Inventory to Support More Use Cases

PRIVACY

Enforce & Fulfill DSAR

Automate Regulatory Reporting

Establish Continuous Data Map

Manage Cross Border Transfers

Streamline Preferences & Consent

Remediate Data Access Rights

GOVERNANCE

Data Search & Explore

Catalog Structured & Unstructured

Enrich Collibra, Alation, Purview

Improve Data Trust

Extend Labeling to MIPs, Google

Policy & Retention Management

Thank you for attending!



BigID

Security • Privacy • Compliance • Governance

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