Data Control

Monitor sensitive data across endpoints and servers

Panda Data Control: Real-time data security, visibility and control in one product.

Uncontrolled access to **your company's personal and sensitive data** is an everyday security threat that may lead to **serious financial loss and reputational damage**. **Are you willing to take that risk?**

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

Companies are forced to strengthen or adopt new measures to protect personal or sensitive data for the organization. The most important factors that motivate this transformation are:

- **Exponential increase in exfiltration cases.** The number of cases where poorly managed and secured data is exfiltrated from computing systems is increasing every day. Often the affected organization is not even aware that this is happening.
  These data thefts are usually due to external attacks, malicious insiders driven by lucrative objectives or revenge, or simply negligence.

- **Proliferation of unstructured data.** Unstructured data held on servers as well as on employees' and collaborators' (partners, consultants, etc.) devices and laptops makes up roughly 80 percent of all business-related data. And just as the volume of unstructured data doubles every year, so does the risk posed to businesses[1].

- **Regulatory compliance with laws such as the GDPR** whose violation can lead to 'dissuasive' fines of up to 20 million euros or 4 percent of a company's global turnover, whichever is greater. Not to mention the reputational damage caused by a data leak, and its effects on the confidence of employees as well as current and potential customers.

THE SOLUTION: PANDA DATA CONTROL

Data Control is a data security module fully integrated into the Panda Adaptive Defense platform. Data Control is designed to assist organizations in complying with data protection regulations, as well as discovering and protecting personal and sensitive data, both in real time and throughout its lifecycle on endpoints and servers.

Panda Data Control discovers, audits and monitors **unstructured[2] personal data** on endpoints and servers: from data at rest to data in use and data in motion.

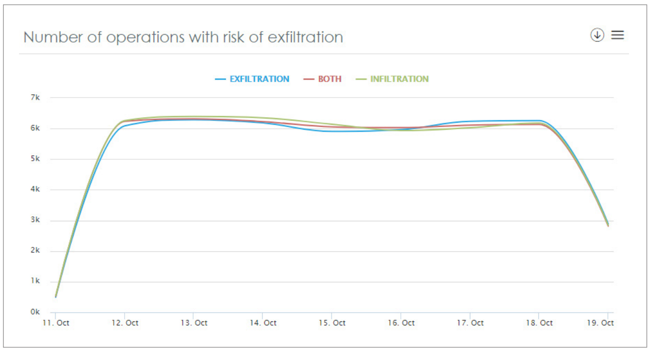

Figure 1 - This information enables organizations to monitor and determine the usual number of exfiltration operations, detecting deviations caused by security incidents.

KEY BENEFITS

Discover and audit

Identify files with Personally Identifiable Information (PII) as well as users, employees, collaborators, endpoints and servers in your organization that are accessing this personal data.

Monitor and detect

Implement proactive measures to prevent access to PII with the help of reports and real-time alerts on the unauthorized and suspicious use, transmission and exfiltration of personal data files.

Simplify management

The Panda Data Control module is native in Panda Adaptive Defense and Panda Adaptive Defense 360. It doesn't require organizations to deploy any additional software or hardware, and can be easily and immediately activated without cumbersome configurations. The Data Control module is enabled and managed from the cloud platform.

Demonstrate compliance with relevant regulations to senior management, the DPO[3], all other employees in your organization, and the Supervisory Authorities. Show the strict security measures in place to protect PII at rest, in use and in transit between endpoints and servers.

[1] Carla Arend. IDC Opinion - March 2017.

[2] Unstructured data refers 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.

[3] DPO (Data Protection Officer): The person responsible for overseeing the data protection strategy in an organization.

PII SECURITY AND GOVERNANCE

Organizations protected by **Panda Adaptive Defense** can rest assured that their endpoints and servers won't be compromised by malicious programs coming from external sources, and therefore won't fall victim to external data exfiltration attacks.

Panda Adaptive Defense's **classification service categorizes 100 percent of all applications** running on the protected endpoints and servers, returning a verdict on their trustability or malicious nature, using **machine learning** techniques supervised by Panda Security's malware specialists. This system ensures that **only those applications classified as goodware** are allowed to run.

The **Data Control module** leverages the solution's Endpoint Detection and Response (EDR) capabilities to continuously monitor the protected endpoints in the organization, discovering and tracking the unstructured personal data held and transmitted across the network.

Finally, the Data Control **alerts and reports** can be customized and adapted to the specific needs of each company.

BUSINESS DATA GOVERNANCE

Strong data governance allows organizations to answer any questions related to the personal and sensitive data handled by employees: What data is held on employees' endpoints? Who accesses that data and what actions are taken on it? Are those actions aligned with your corporate policies?

Ensuring data governance is a continuous improvement process, and Panda Data Control provides the necessary tools to increase efficiency and reduce costs at every stage of that process:

- **Discover and understand** the unstructured personal and sensitive data stored across your network. Data Control allows tagging, grouping and classifying this data according to its criticality.
- **Establish security and access policies** to control data access and use by 'authorized users'.
- **Educate your employees and company** collaborators in order to ensure that they handle data in accordance with external regulations and internal policies.
- **Monitor and Demonstrate.** Use Panda Data Control's dashboard, reports and custom and predefined alerts to demonstrate data governance and compliance to the rest of the organization.
- **Analyze causes of any personal data breach and adjust corporate policies:** Panda Data Control lets you establish the sequence of actions performed by an external attacker or an insider in a breach of personal or sensitive information. This analysis allows organizations to identify and apply improvements to the data access policies in place in a continuous improvement process, as well as to provide the information required by regulations in the event of a security incident.

KEY FEATURES

Data Discovery:

Creates an indexed inventory of all files that store unstructured personal data (data at rest), with the number of occurrences of each type of data. It classifies all information automatically.

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.

Data Monitoring:

Monitors 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.

Data Visualization:

The results of the data monitoring and discovery tasks are continuously synced 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.

Data Control's dashboards and predefined reports and alerts help to cover use cases and ensure security governance of the unstructured personal data held on the organization's protected devices.

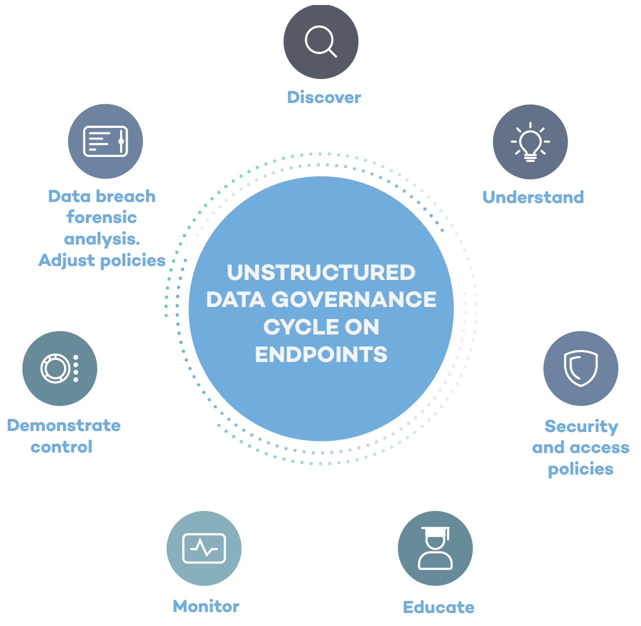
Discover
Understand
Security and access policies
Educate
Monitor
Demonstrate control
Data breach forensic analysis. Adjust policies
UNSTRUCTURED DATA GOVERNANCE CYCLE ON ENDPOINTS

Figure 2 - Phases of the continuous improvement process to ensure data governance, and Panda Data Control's contribution to reduce costs and efforts.

Panda Data Control is an add-on for Panda Adaptive Defense or Panda Adaptive Defense 360.
Available in the following countries: Spain, Germany, UK, France, and Sweden.