

- > Protect and manage distributed data with policy-based control
- > Prevent unauthorized data access
- > Secure data in flight and at rest
- > Destroy obsolete data to reduce risk
- > Simplify security administration with automated key management
- > Track data access and integrity for clean regulatory audits

Breach Notification: Eliminate the Risk

BitArmor DataControl™ gives you true control over customer information to avoid breach notification

A publication from California's Office of Privacy Protection says it best: "Identity theft has been called the crime of the 21st century, according to law enforcement, for its low risks and high rewards." The costs are enormous to both consumers and organizations victimized by identity thieves.

- Federal Trade Commission staff estimates that 1.423 million new identity theft reports are filed annually.¹
- The FTC staff says the time required to file those reports will result in lost labor costs of more than \$10.8 million.²
- The TowerGroup reported that banks lost \$1 billion in 2002 to identity thieves.³

In an effort to contain identity theft, lawmakers, have focused their attention on the companies from which information is stolen. The resulting breach notification laws are not only costly to an offending organization, but can generate incredibly damaging public relations fall-out.

THEIR RULES, YOUR COSTS

As of April 2007, 35 states had laws in place to regulate companies' responsibility to notify the public in breaches of personally identifiable information. California's law, the oldest and most stringent in the nation, calls for notification "in the most expedient time possible and without unreasonable delay" when companies have reason to believe that personal data under their control has been accessed by unauthorized persons. The law is particularly far-reaching because it not only applies to companies and state agencies in

CONTROL ENTERPRISE DATA
TO AVOID BREACH NOTIFICATION

Encrypt data throughout your organization

- > Desktops
- > Laptops
- > USB drives
- > Backups
- > Wired and wireless networks

Protect and manage data

- > Access control
- > Retention policies
- > Programmatic destruction
- > Programmatic deletion
- > Comprehensive tracking

Simplify data security administration

- > Automatic, transparent encryption key management
- > Centrally managed access, retention, and deletion policies
- > Documented data access and integrity with a central audit log

California, but also those outside of the state that do business with any California resident. The cost of complying with rules like California's could easily bankrupt a small- or medium-sized enterprise; a report from Forrester Research warns that a security breach can cost up to \$305 *per record*, in discovery, notification, lost employee productivity, fines, legal costs, lost business, and more.⁴

¹ <http://thefederalregister.com/d.p/2007-06-08-E7-11049>

² Ibid.

³ <http://www.msnbc.msn.com/id/3078480/>

⁴ "Calculating The Cost Of A Security Breach," Forrester Research, April 10, 2007

ENCRYPTION: THE ULTIMATE SAFE HARBOR

State laws include an encryption exemption, which *completely exempts* a company from notification requirements if data was encrypted at the time it was breached. Yet a Ponemon Institute survey showed almost half of the companies that suffered such a breach had not implemented encryption even after the incident⁵, despite a report from Gartner that cleaning up a data breach can cost up to 15 times as much per record as implementing strong encryption⁶.

The Solution: Encryption and Management from BitArmor DataControl™

BitArmor DataControl software can help your company avoid the costs and embarrassment of breach notification. DataControl encrypts data throughout an organization and *keeps* it consistently encrypted both in flight between computers and while it is stored.

BitArmor also gives you functionality you can't get from any other kind of technology: the enforcement of retention policies throughout your organization, permanent destruction of data even if it is on a missing computer, and automatic encryption key management. With BitArmor DataControl, you can consistently protect data, track it throughout your organization, destroy it once it becomes obsolete, and then report on data activity for regulatory audits. And you can do it all with one easy-to-use, easy-to-manage solution.

MORE CONTROL, LESS COMPLEXITY

DataControl attaches Smart Tags to data — tags that travel with the data regardless of where it is stored or sent. Since Smart Tags contain policies for access, retention, and destruction, you have true control over what happens to data on mobile devices, like laptops and USB drives, which are at high risk of being lost or stolen.

Users don't have to change their usual work processes to protect and manage data with DataControl. And with features like automated encryption key management, a single administrative console, and a central audit log that captures data and administrative activities, your IT staff won't be burdened with complex management requirements.

With DataControl, you get true control of your data, wherever it is. It's the perfect tool to keep your data under wraps and your company out of the headlines.

ABOUT BITARMOR

BitArmor is the creator of DataControl™, powerful new software that provides a faster, easier, more cost-effective way to protect and manage sensitive data throughout any organization. Unlike traditional solutions that only deal with information at specific points in the system, BitArmor DataControl software attaches a Smart Tag™ directly to the data *itself* — a tag that travels *with* the data and allows you to secure, track, and control it regardless of where it is stored or sent. BitArmor helps companies protect valuable data assets, achieve regulatory compliance, and manage data throughout its functional lifecycle.

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⁵ http://www.cio-today.com/story.xhtml?story_id=12000BUSIJUO

⁶ <http://www.itnews.com.au/News/NewsStory.aspx?story=33396>