



# Data Classification

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# Identify and Classify Sensitive Data

## Discover

- Identify where sensitive data resides
- Crawl files on-premises and in the cloud



## Classify

- Classify data based on content or behavior
- Prioritize and guide governance process



## Map Permissions

- Model who has access to what and how it is granted
- Identify open access to files and other issues



## Monitor Activity

- Monitor who is accessing data in real-time
- Maintain visibility with actionable dashboards



**Enhance Visibility to Data Stored in Files**

# Discover Sensitive Data Accurately with Content *and* Behavior

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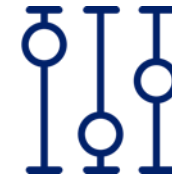


## Content

PCI | GDPR | PII | PHI

Search for specific content or file attribute:

- Keyword
- Pattern
- Regular Expression
- File Name & Size (and more)



## Behavior

Search for sensitive content based on who is accessing it:

- If more than 75% of users are members of the Finance department, classify the file as a finance file
- If more than 90% of users are members of the AD group HR, classify the file as an HR file



**Thank You**