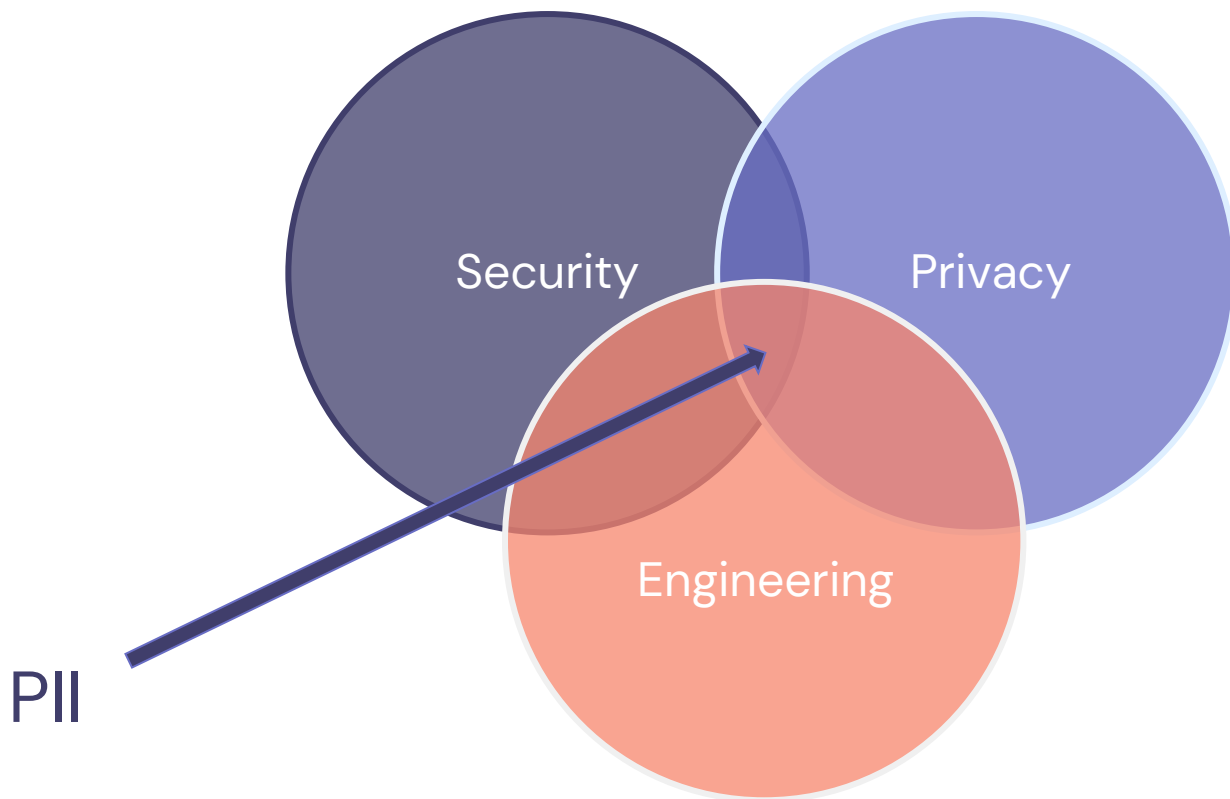


The Inconvenient Truth About PII

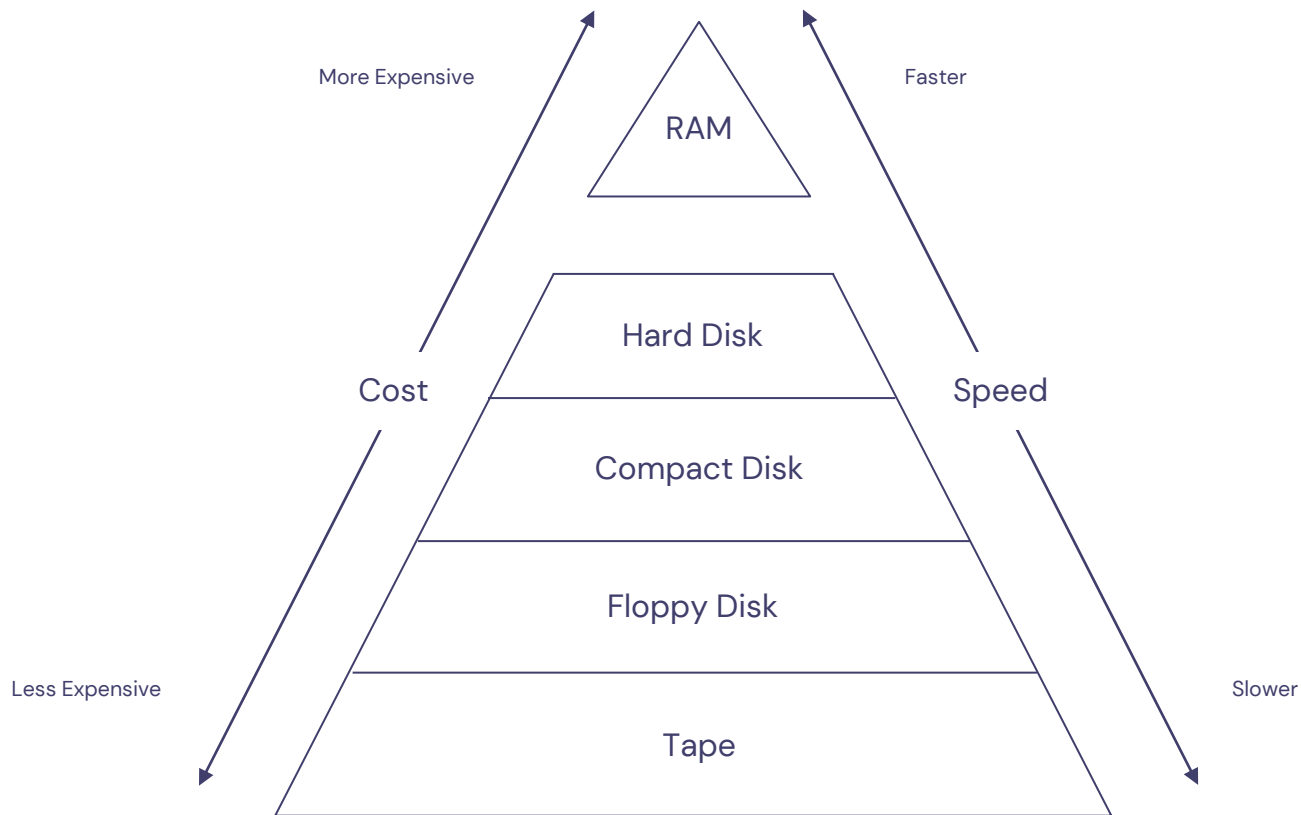


Sean Falconer
Head of Marketing & Developer
Relations @ Skyflow

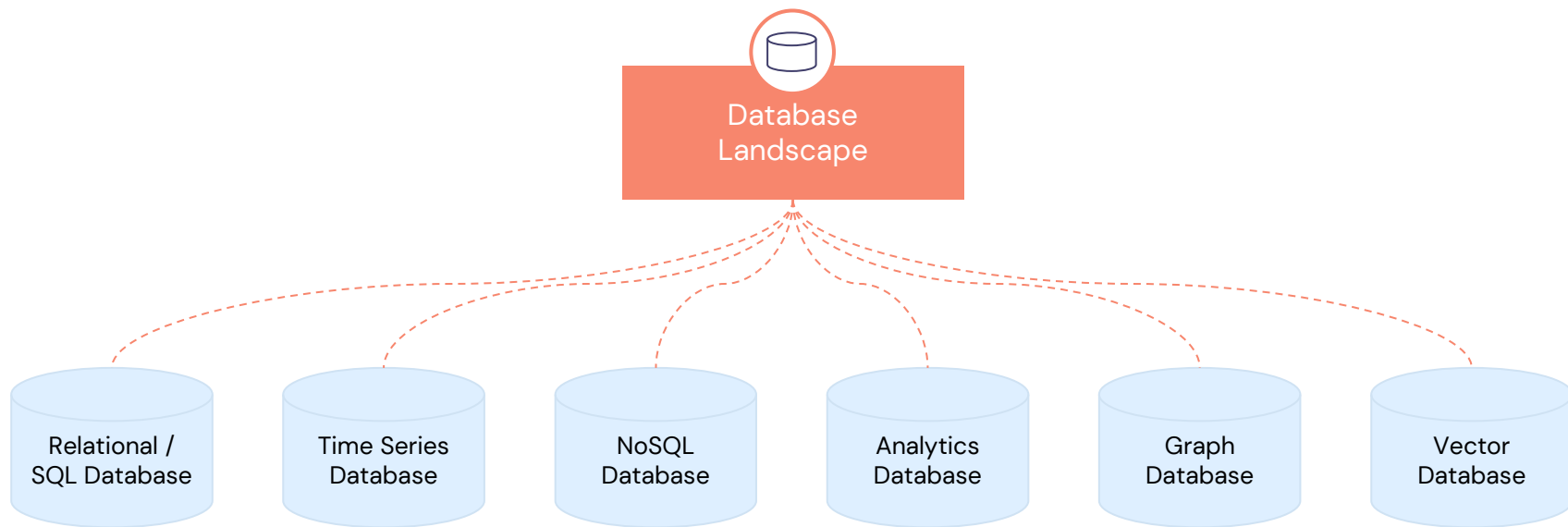
The PII Stakeholders



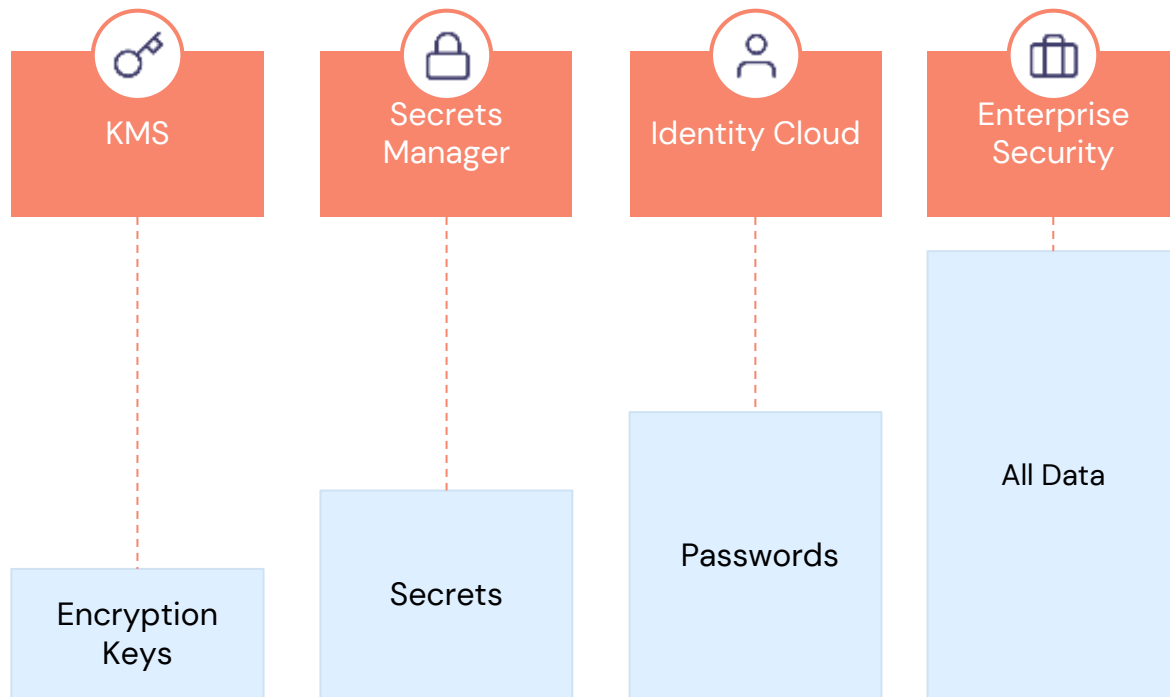
Not all Data is the Same



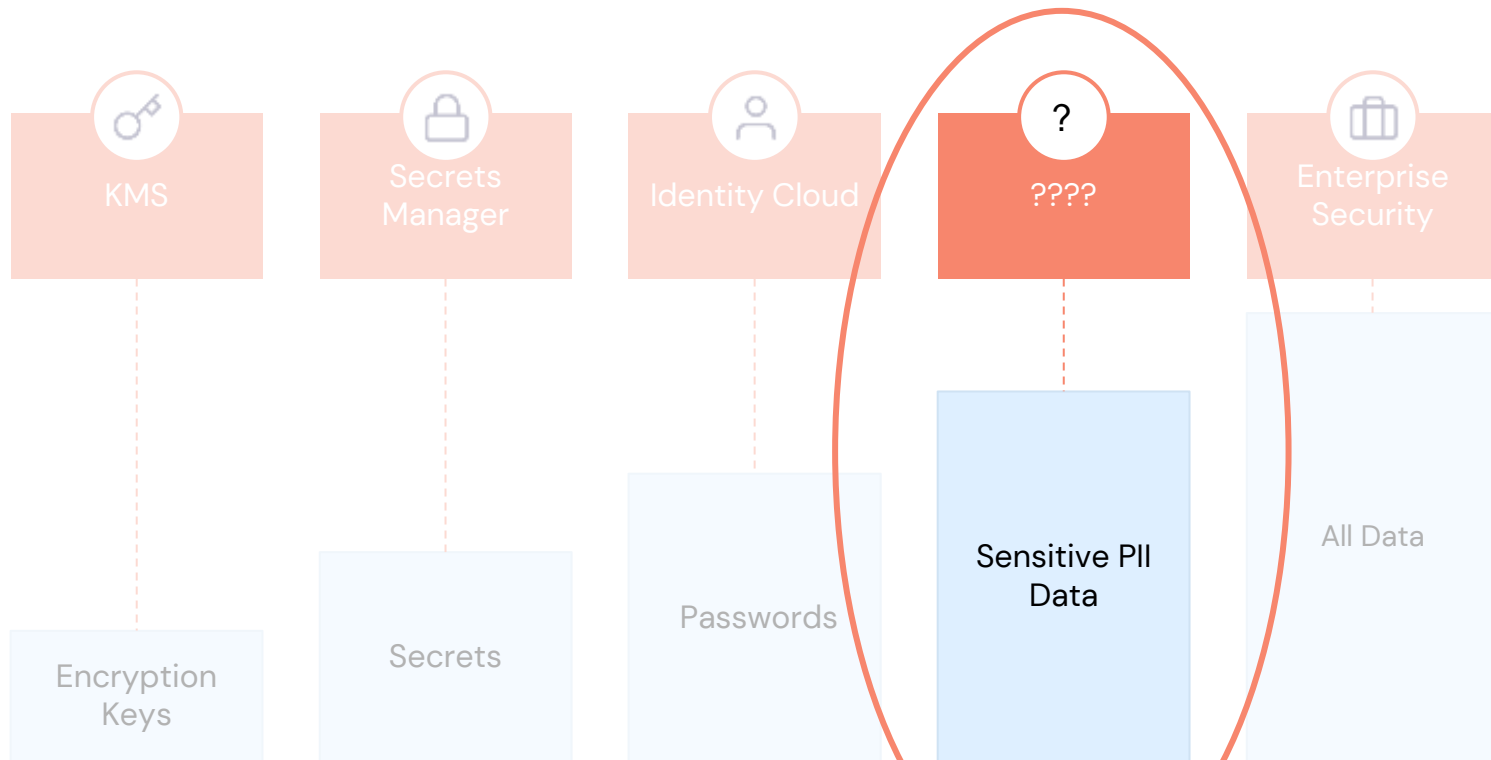
Not all Data is the Same



Not all Data is the Same



What About PII?



Not All Data Is Created Equal

Plain Text

Favorite Color

Blue

Blue

Masking/
Redaction

Name

Catherine Garcia

C***ne G***ia

DOB

1970-01-01

REDACTED

SSN

111-11-1111

XXX-XX-1111

Email Address

Cathy@gmail.com

C***@gmail.com

Tokenization

Credit Card #

4111 1111 1111 1111

sdbo32svd87b

Where Does this Data Typically Live?

```
ddb.putItem(  
  {  
    TableName: 'customers',  
    Item: {  
      first_name: {S: 'Jane'},  
      last_name: {S: 'Doe'},  
      email: {S: 'jane.doe@gmail.com'},  
      phone_number: {S: '+1 (405) 555-1234'},  
      zip_code: {N: '90210'}  
    }  
  }  
)
```

Users Table

first_name : "Jane"

last_name : "Doe"

email : "jane.doe@gmail.com"

phone_number : "+1 (405) 555-1234"

zip_code : 90210

The Cheese and Diamond Problem



≡





The 80s

**MOVE
FAST AND
BREAK
THINGS**



Engadget

FTC says ed tech company Chegg exposed data belonging to 40 million users

Among the violations, the company reportedly exposed sensitive info for roughly 40 million customers in 2018 after a former contractor used...



Yahoo Finance

Sobeys data breach serves as wake-up call for industry: expert

MONTREAL — A recent data breach on Sobeys has revealed a larger issue in Canada's agri-food sector, an expert said.



WIRED

Facebook Had Years to Fix the Flaw That Leaked 500M Users ...

The company's careful word choice, though, likely reflects a concern that it could be investigated for failing to disclose a data breach under...

Apr 9, 2021



Bleeping Computer

Microsoft data breach exposes customers' contact info, emails

Microsoft said today that some of its customers' sensitive information was exposed by a misconfigured Microsoft server accessible over the...



CRN

Twilio Says It Suffered Another Data Breach This Past Summer

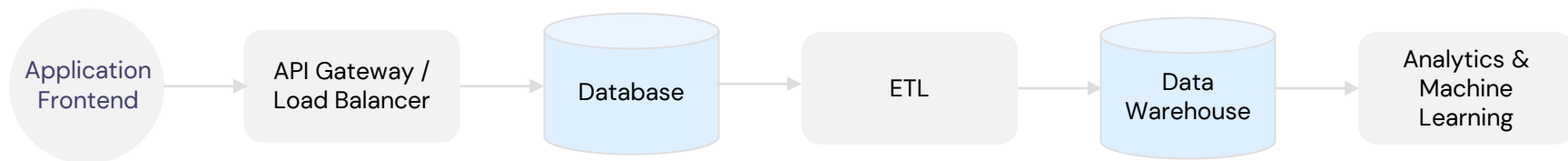
Cloud communications company Twilio was actually breached twice, not once, this past summer as a result of phishing attacks that combined...



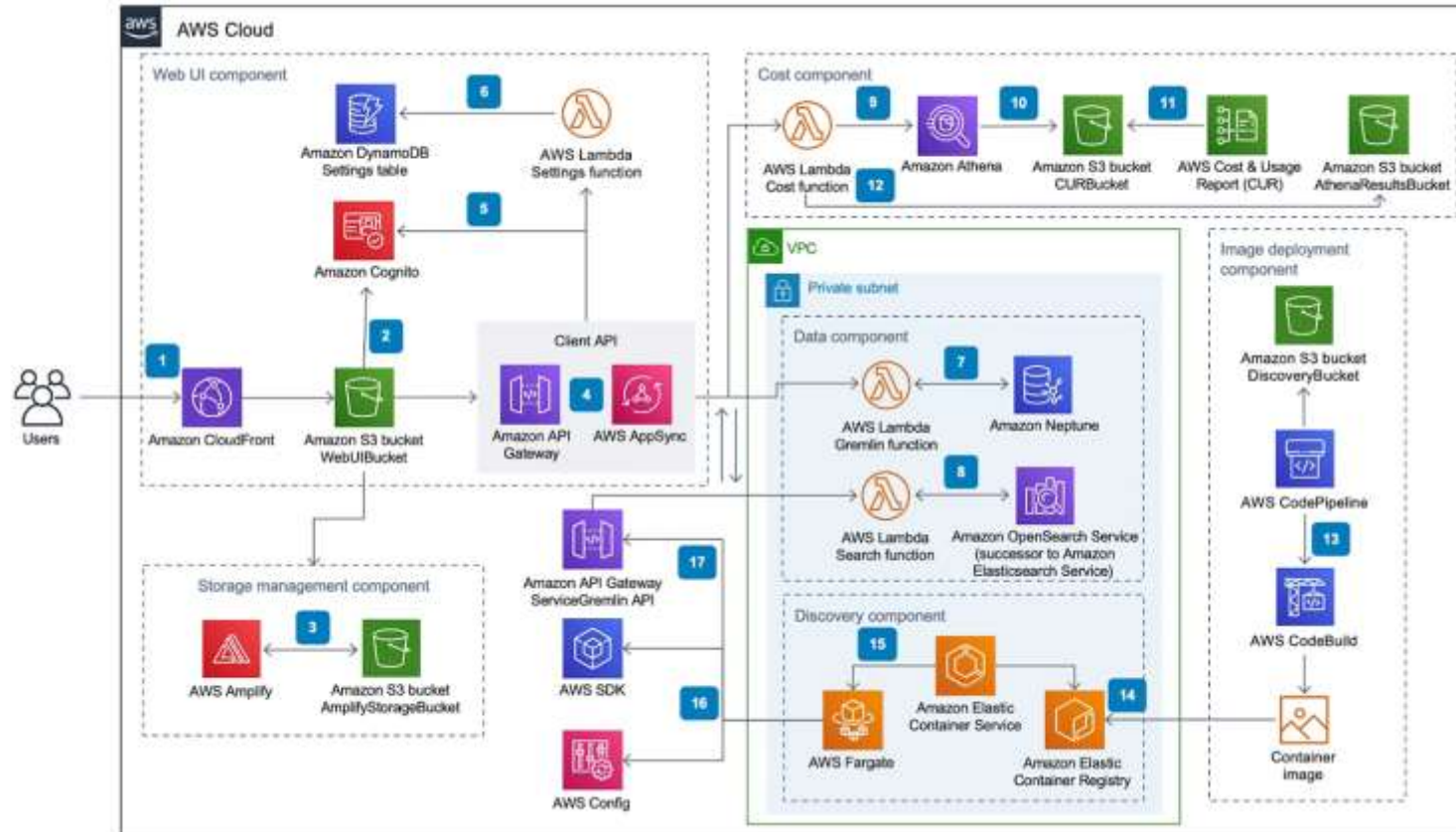
A timeline of Facebook's privacy issues – and its responses

Facebook's recent crisis is just one of many privacy issues that company has had to deal with in its relatively short existence.

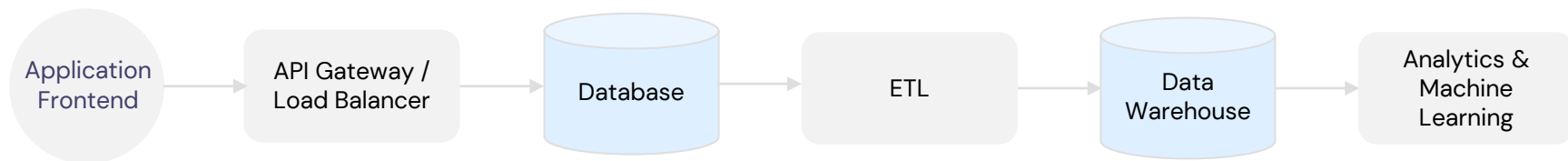
A System With Problems



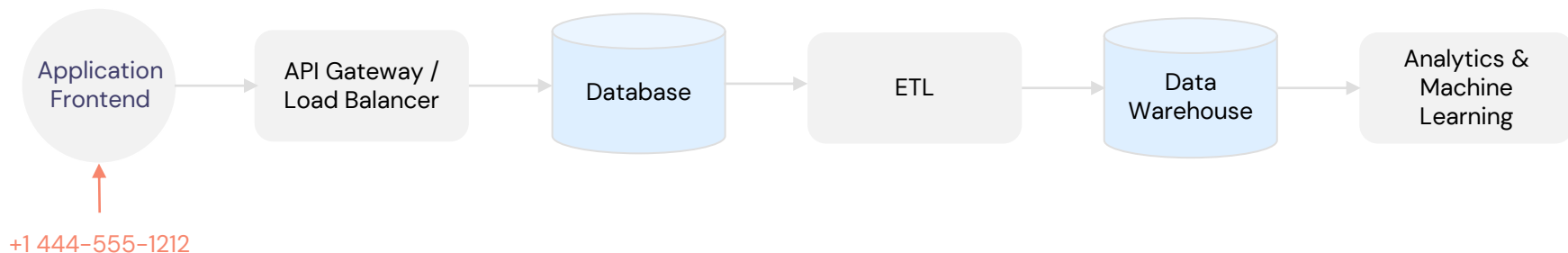
This Is What Yours Actually Looks Like



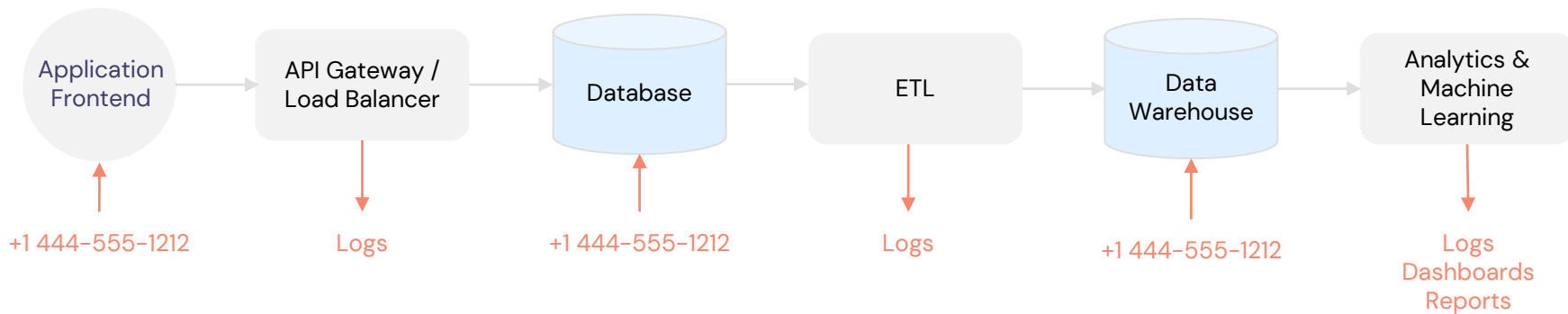
A System With Problems



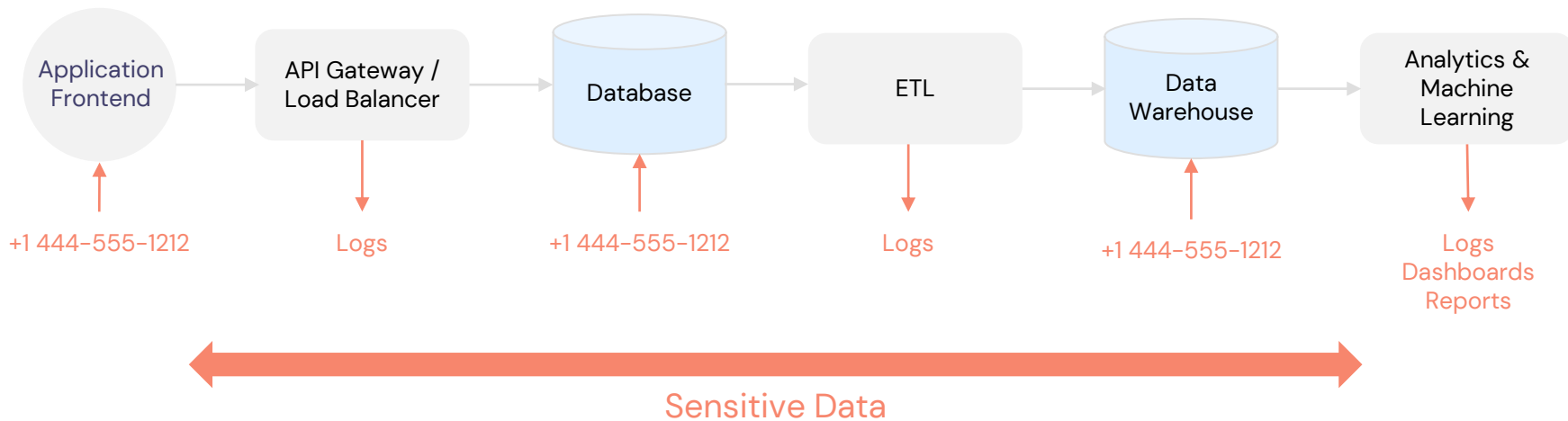
A System With Problems



A System With Problems



A System With Problems





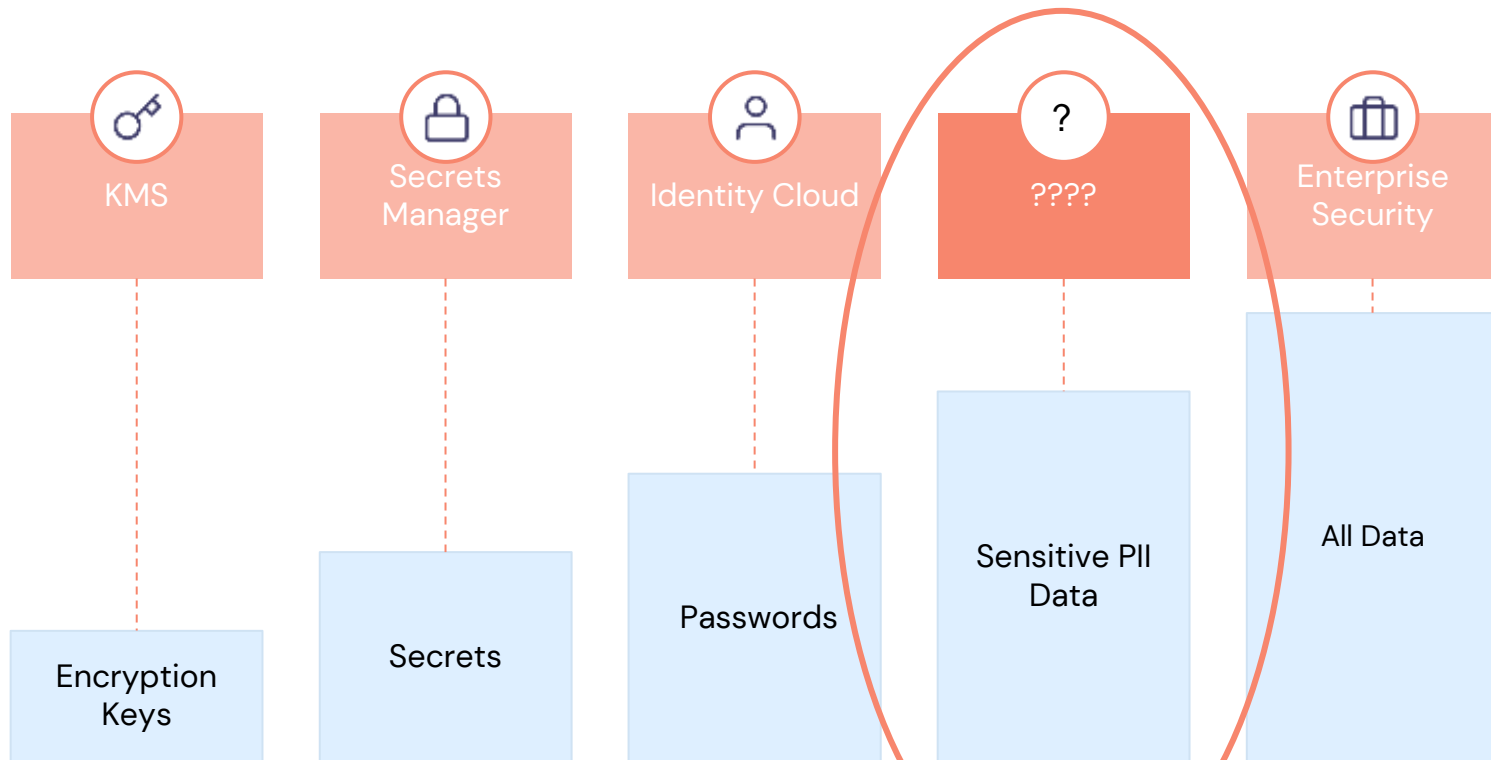
Tokenization only works for a few use cases.

Encryption only works at rest & in motion.

And, they **break search, workflows and AI.**

We need to fundamentally rethink
our PII technology stack

We Need to Fill This In



Leading Companies Built Zero-Trust PII Vaults



Goldman
Sachs

NETFLIX

adyen

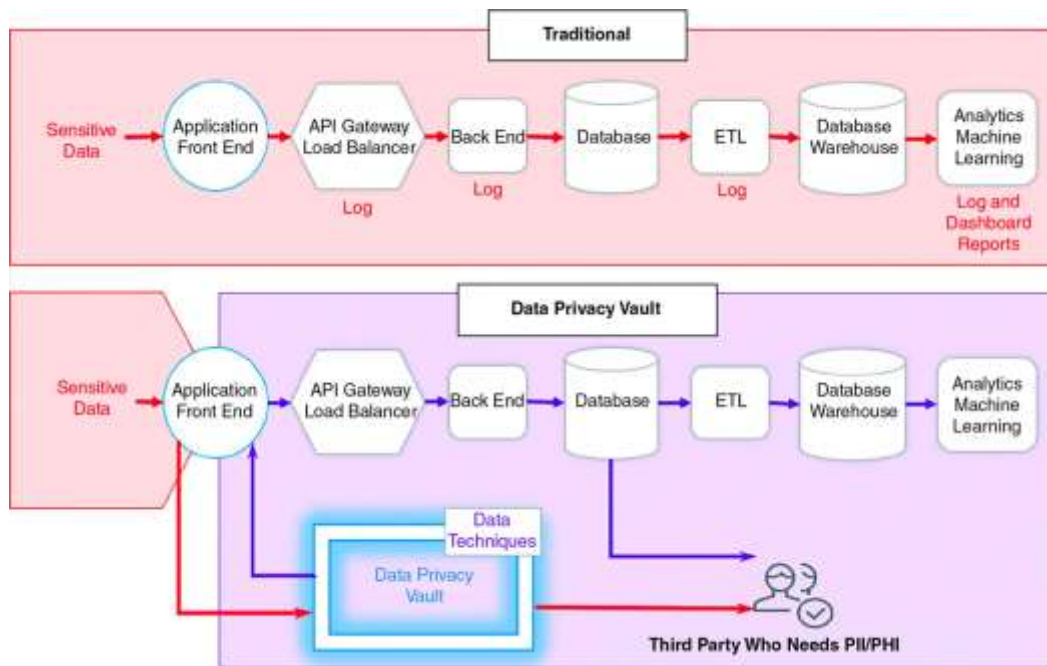
Google

Privacy by Engineering is the New Architecture

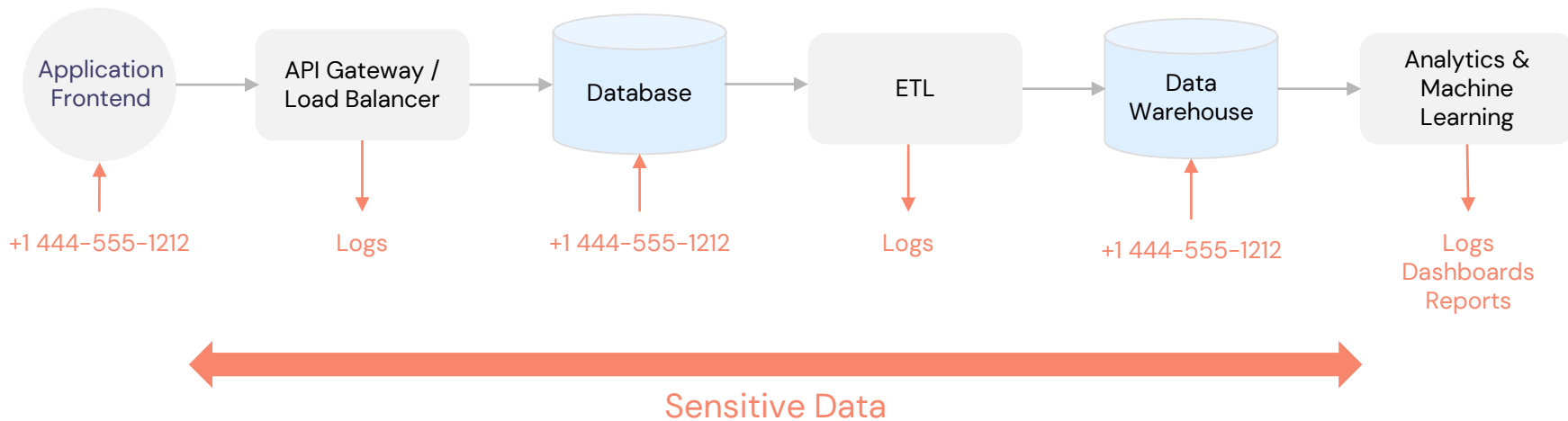


“Privacy has moved beyond the 'by design' phase to how we actually need to engineer the solutions.”

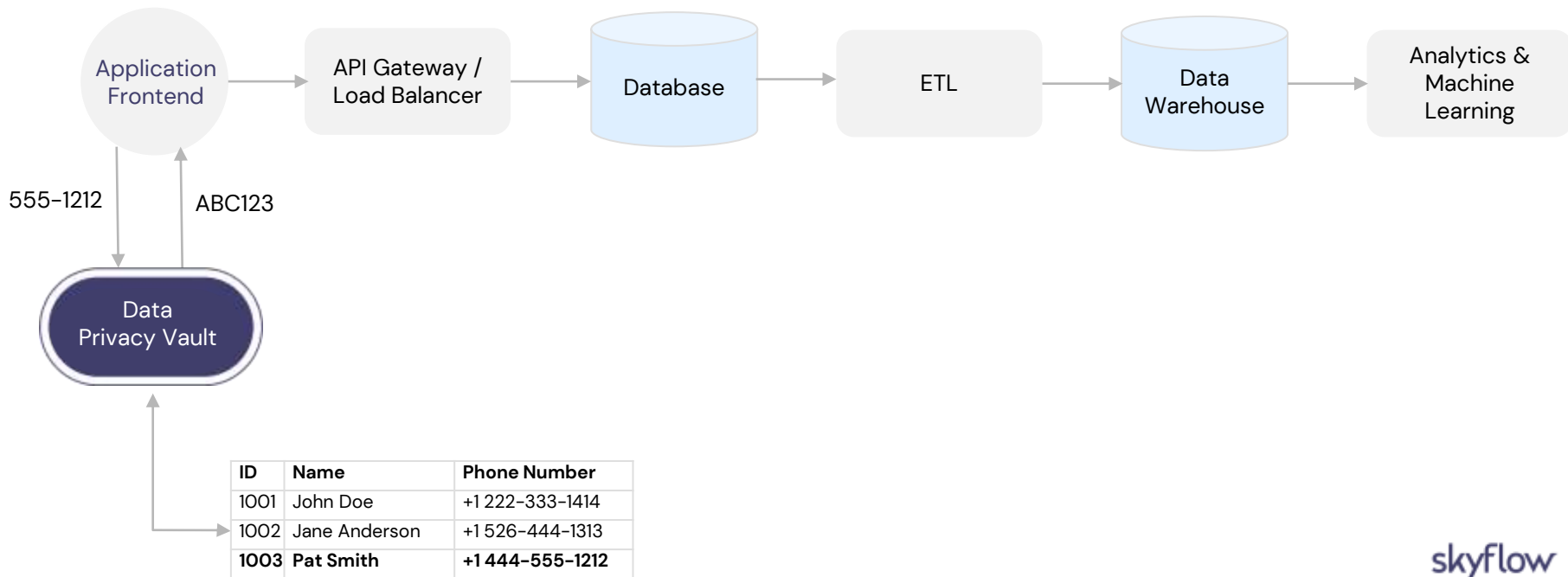
—IEEE Computer Society, Oct '22



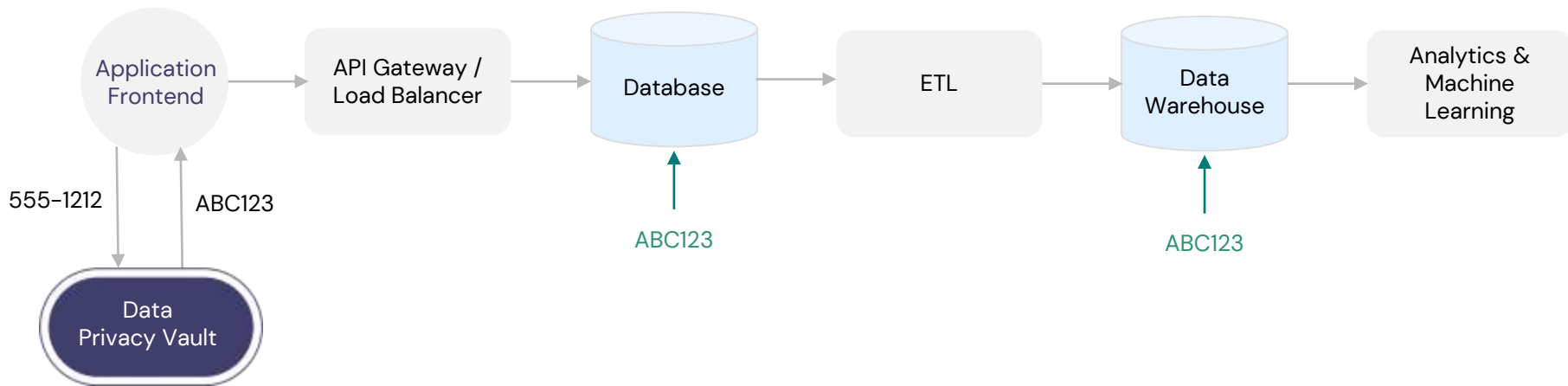
A System With Problems



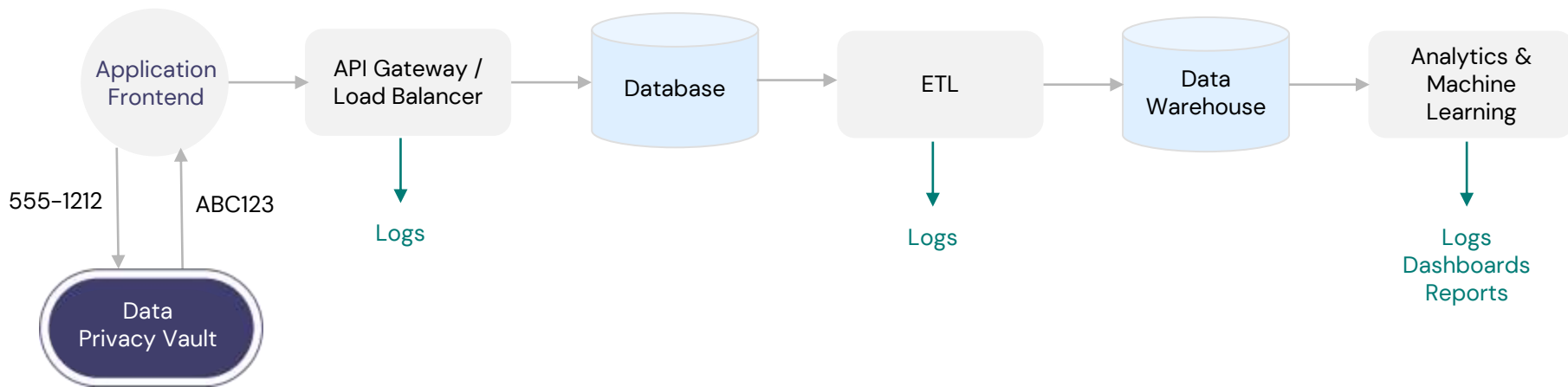
Introducing the Vault



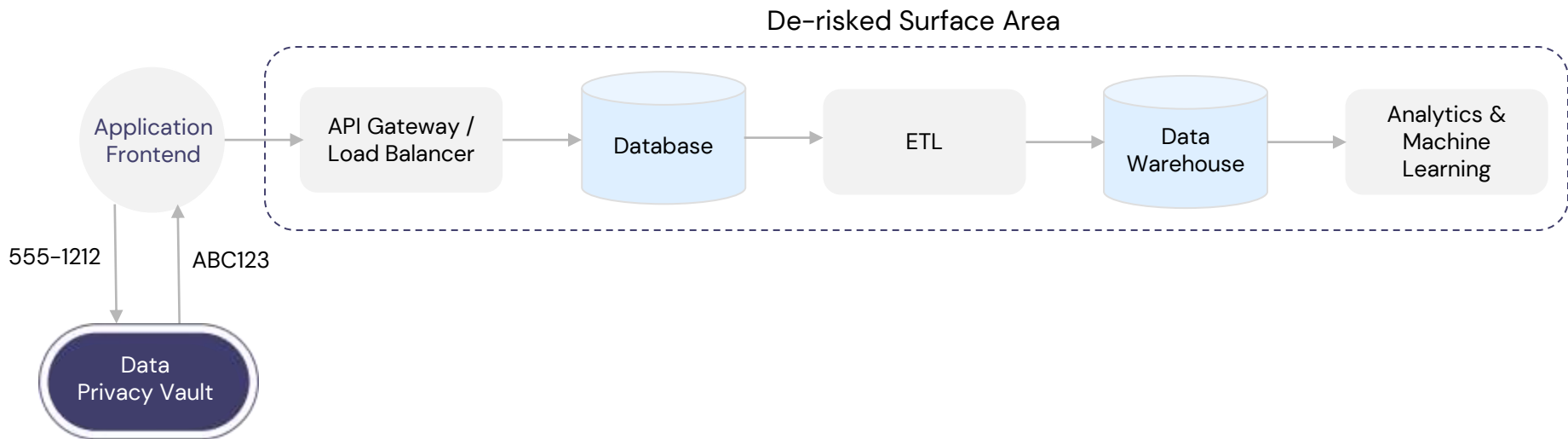
Introducing the Vault



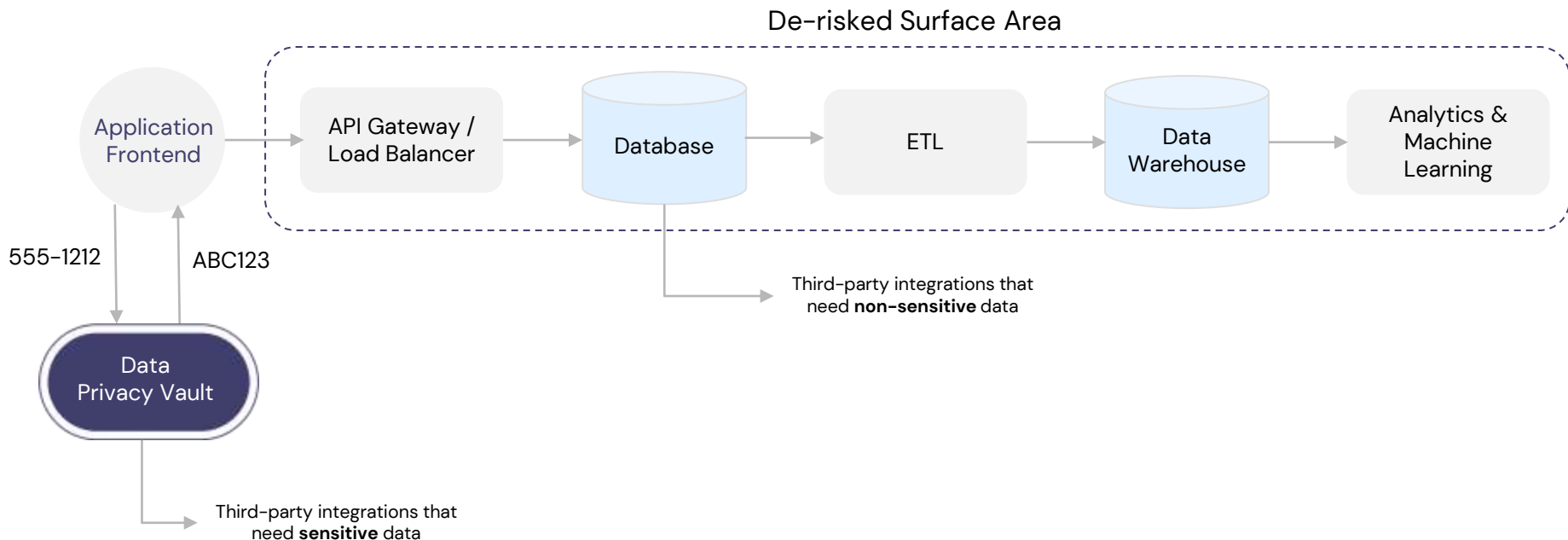
Introducing the Vault



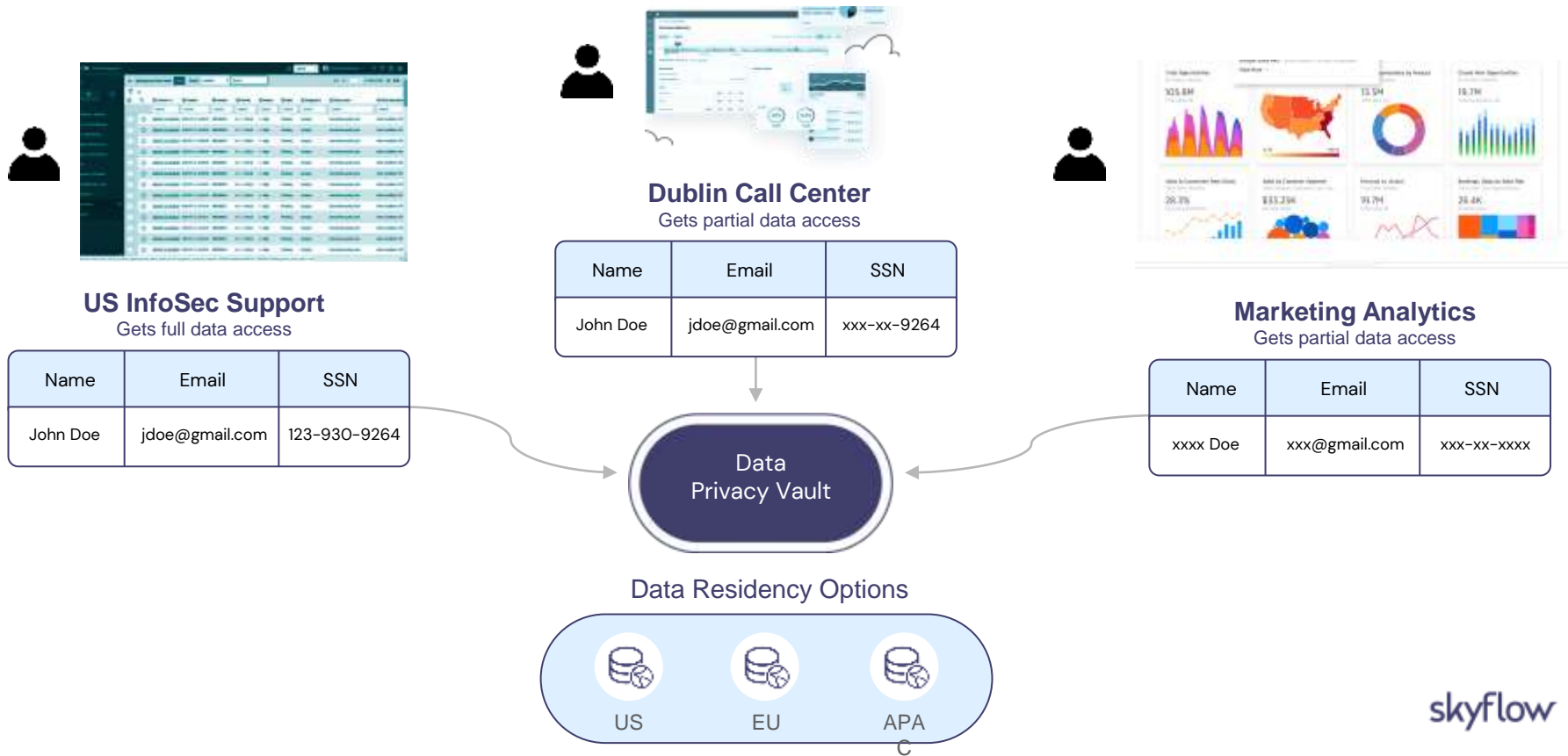
Introducing the Vault



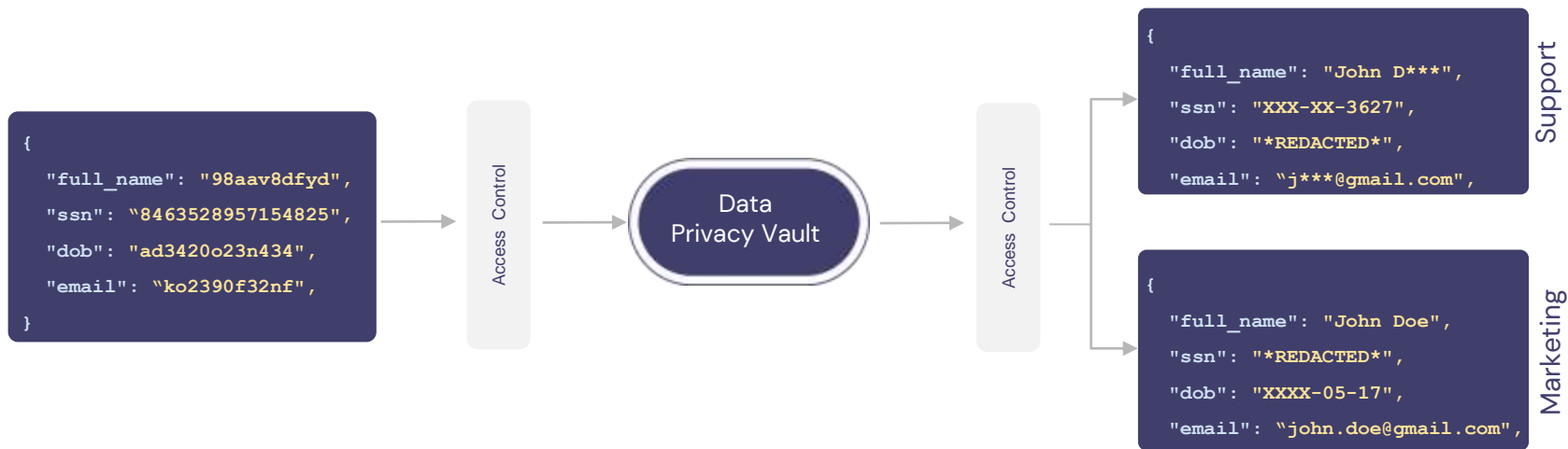
Introducing the Vault



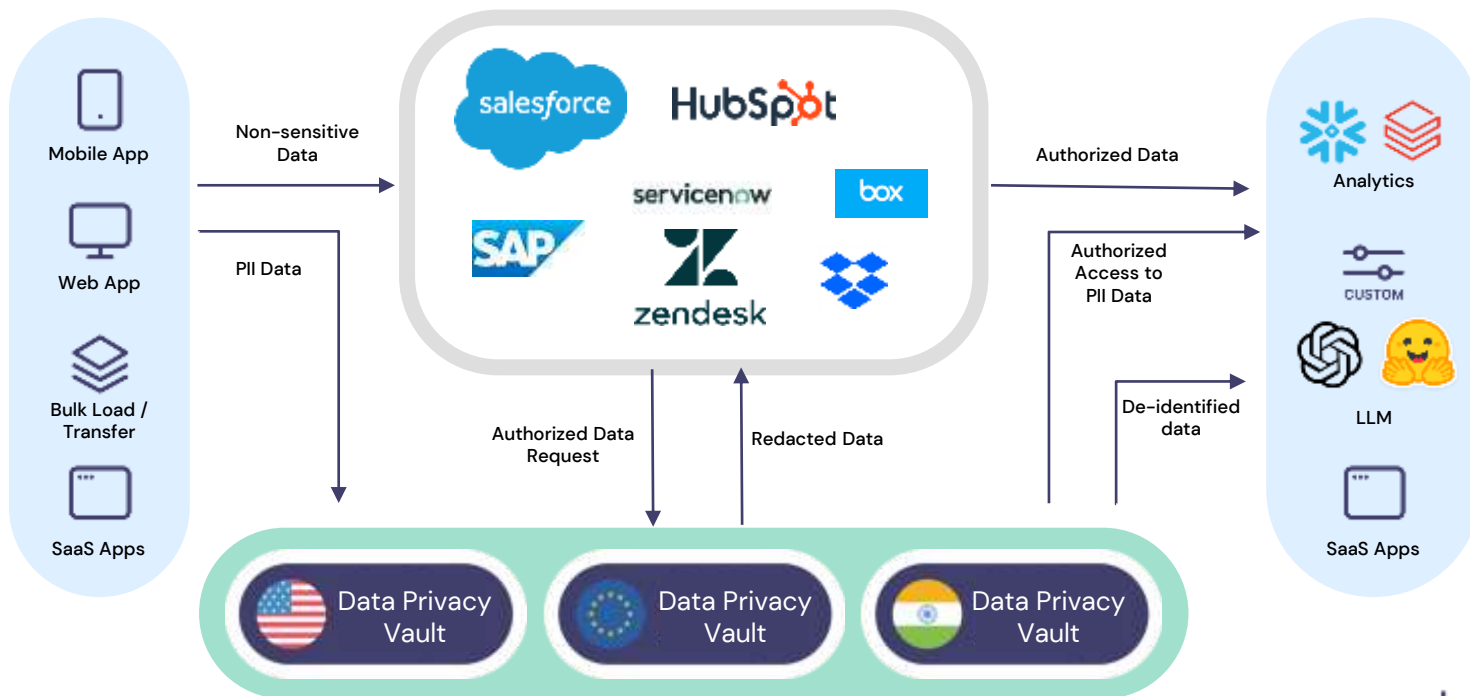
Control Who Sees What, When, and from Where



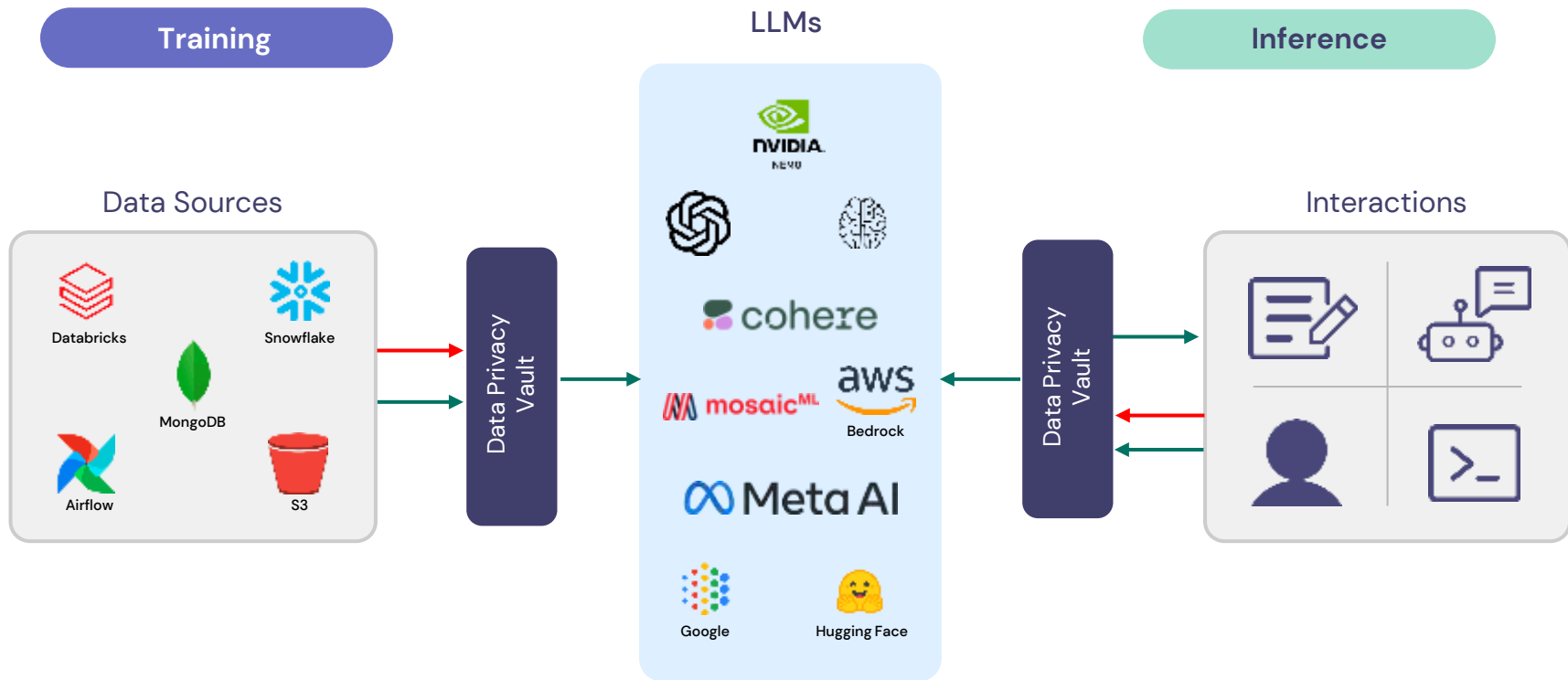
Transform Data Based on Who Needs It



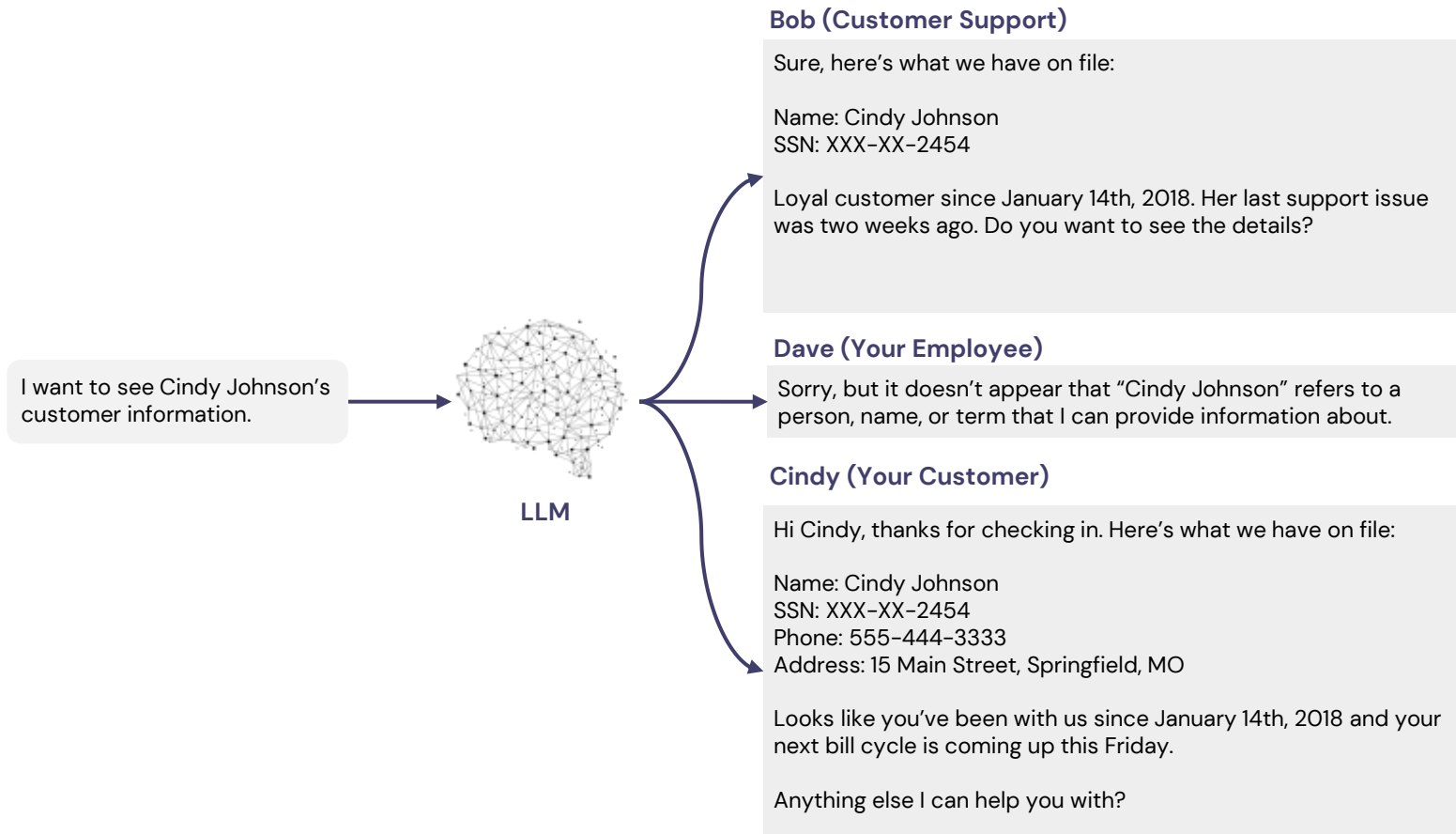
Protecting PII Data in Any App



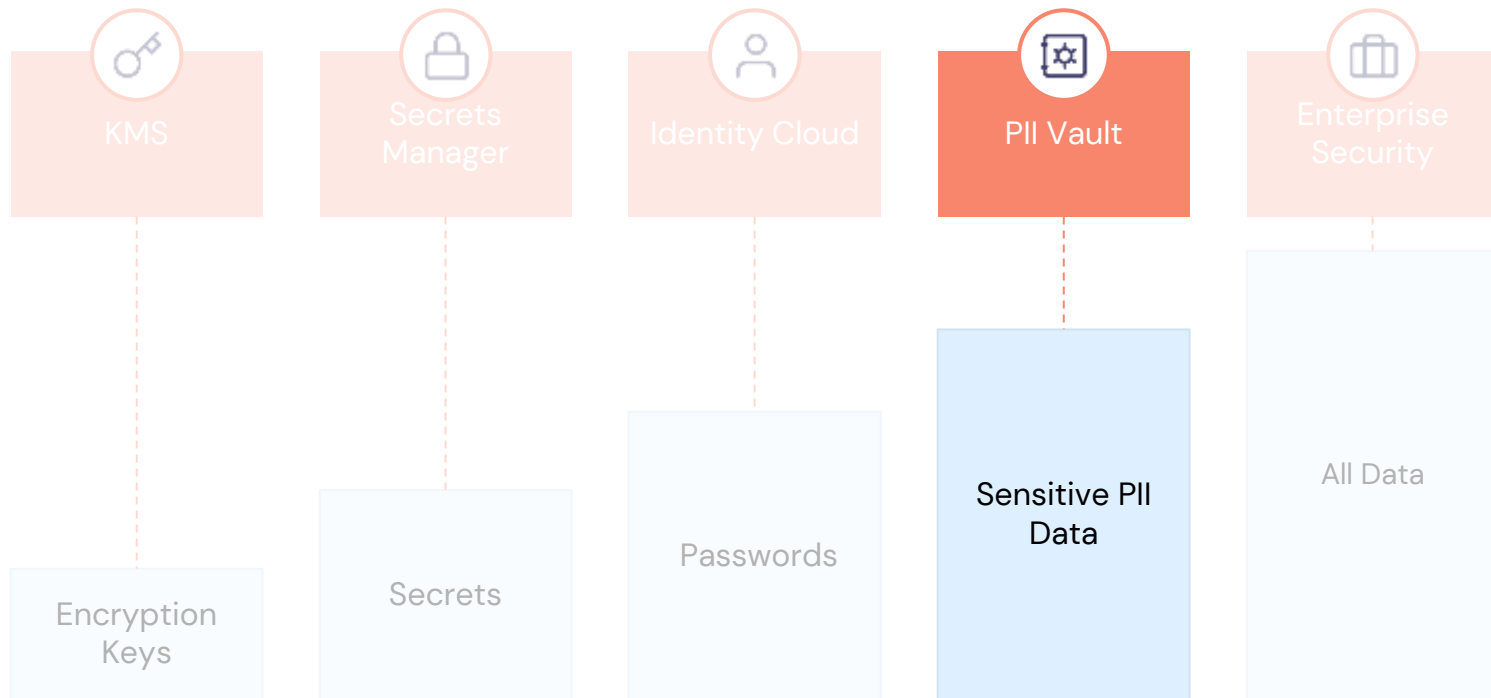
Protecting PII Data in Any LLM



Who Sees What, When, and Where?



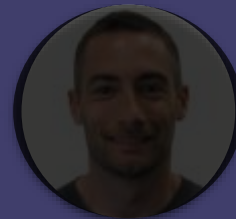
PII Belongs in a Data Privacy Vault



Like diamonds, PII is special.
So treat it that way.

Thank You!

Sean F*^j\$@&r, Head of Developer Relations and Marketing



s****r@skyflow.com

REDACTED

REDACTED

Thank You!

Sean Falconer, Head of Developer
Relations and Marketing



sean.falconer@skyflow.com
<https://skyflow.com/podcast>
<https://skyflow.com/community>
y