

DATA AT REST

DATA IN MOTION



Data Loss Prevention and HIPAA

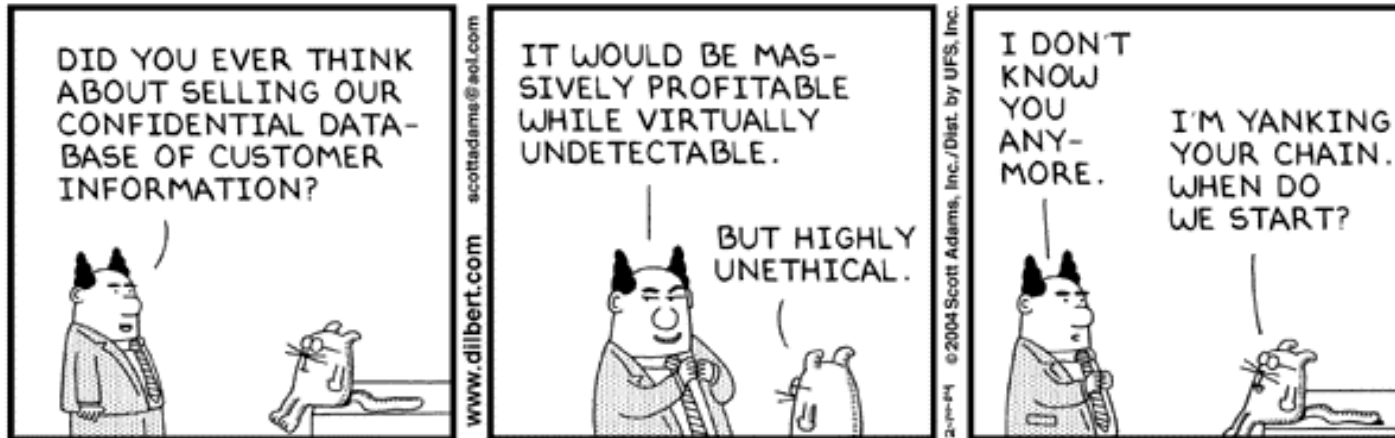
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ID Theft Tops FTC's List of Complaints

- For the 5th straight year, identity theft ranked 1st of all fraud complaints.
- 10 million cases of Identity Theft annually.
- 59 percent of companies have detected some internal abuse of their networks

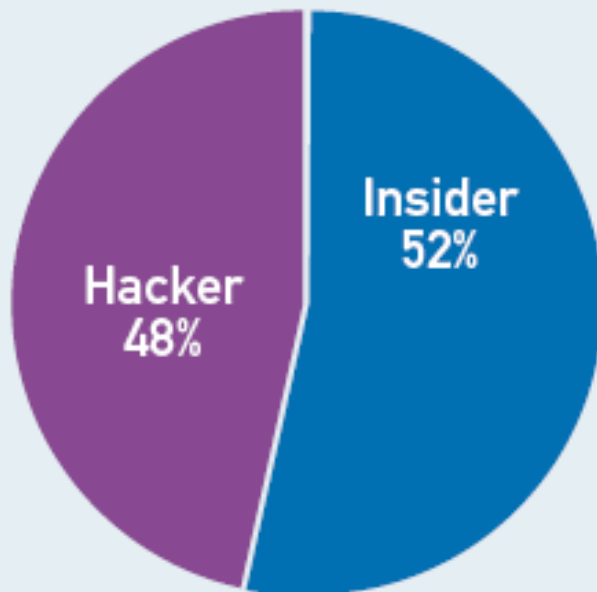


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Changing Threats to Data Security

Insider vs. The Hacker

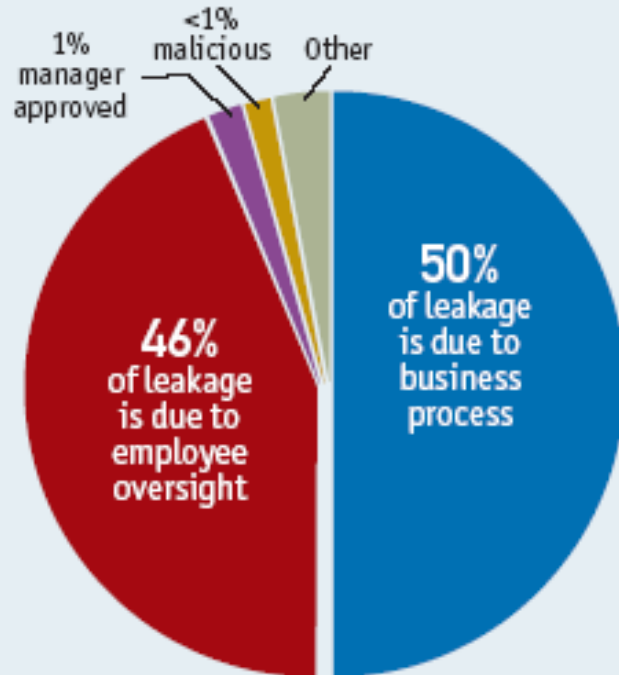
2005 Data Security Breaches



Data compiled from industry sources including EPIC.org and PerkinsCoie.com.

Inadvertent vs. Malicious

96% of leaks are due to faulty processes or oversight



Source: Vontu risk assessment findings.

Top 10 Most Frequent Incidents

1. Patient PHI sent to partner, again, and again
2. Employee 401k information sent outbound and inbound
3. Payroll data being sent to home email address
4. Draft press release to outside legal council
5. Financial and M&A postings to message boards
6. Source code sent with resume to competitor
7. SSNs...and thousands of them
8. Credit Card or account numbers....and thousands of them
9. Confidential patient information
10. Internal memos and confidential information



Three Key Customer Challenges

1. Where is my confidential data stored?
 - Data at Rest
2. Where is my confidential data going?
 - Data in Motion
3. How do I fix my data loss problems?
 - Data Policy Enforcement

Why Data Loss Prevention is a Priority

- Compliance
- Brand and Reputation Protection
- Remediation Cost

The Risk

1:400 messages contain confidential information

1:50 network files are wrongly exposed

American National Insurance Company



Fortune 583

Market Cap \$3.25B

Revenue \$2.9B

Employees 4,200

Industry:

Insurance

Vontu Solution

1. Monitor
2. Prevent

Business Drivers

- Protect policy holder information
- Protect employees PHI
- Layered approach with email encryption
- HIPAA Compliance

Why Vontu Was Selected

- Ability to prevent policy breaches
- Integration with PGP encryption

American National Insurance Results

- Monitor all protocols
- Prevention activated with PGP within two months
- Automated enforcement
- Encrypt all emails with employee or patient information

AARP



Fortune 583

Market Cap \$3.25B

Revenue \$2.9B

Employees 2,670

Vontu Solution

1. Monitor
2. Prevent

Business Drivers

- Protect membership information
- Protect Social Security Numbers
- Protect credit card numbers and PCI compliance
- Protect confidential documents

Why Vontu Was Selected

- Ability to block/quarantine messages
- High degree of accuracy
- Ability to delegate incident response to business units

AARP Results

- Secure partner communications
- Efficiency in investigations
- Updating insecure business processes

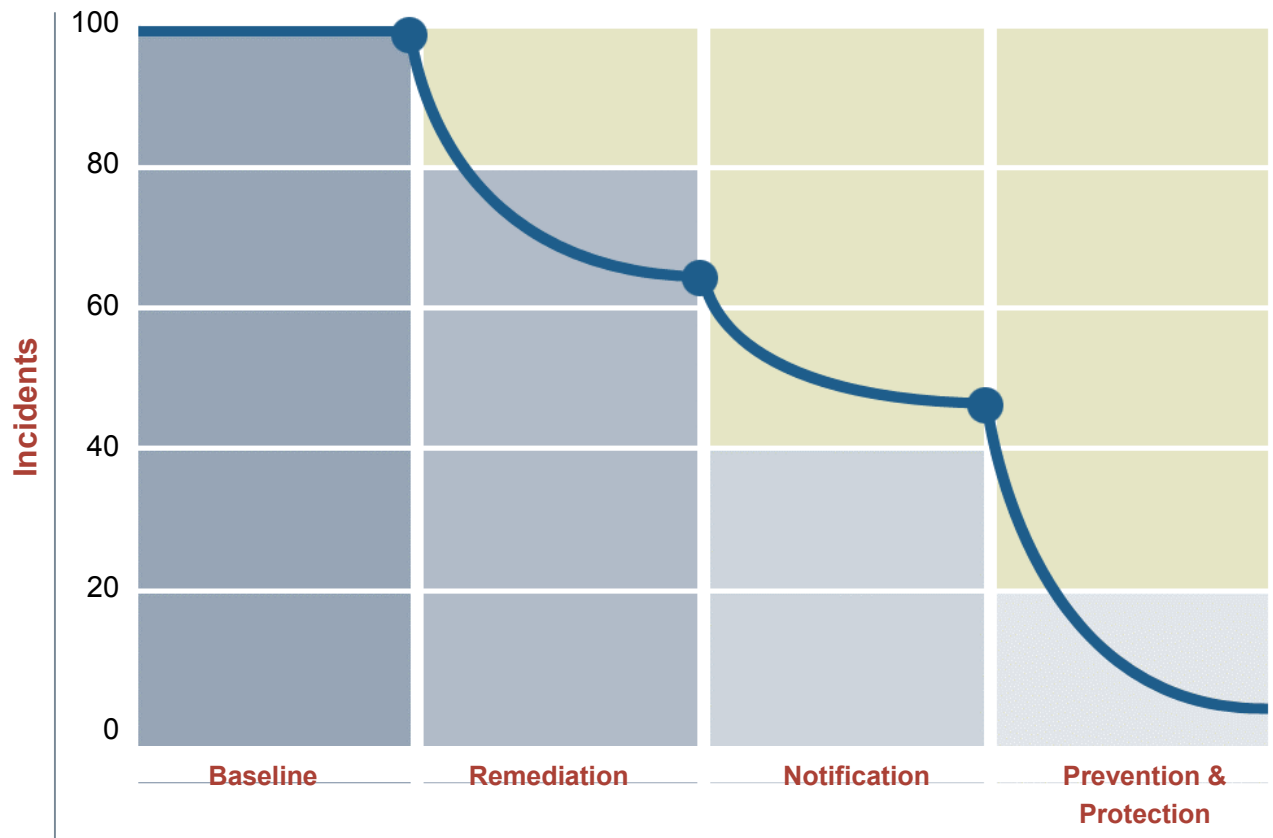
Enforce Policies to Reduce Risk

Enforcement Levels

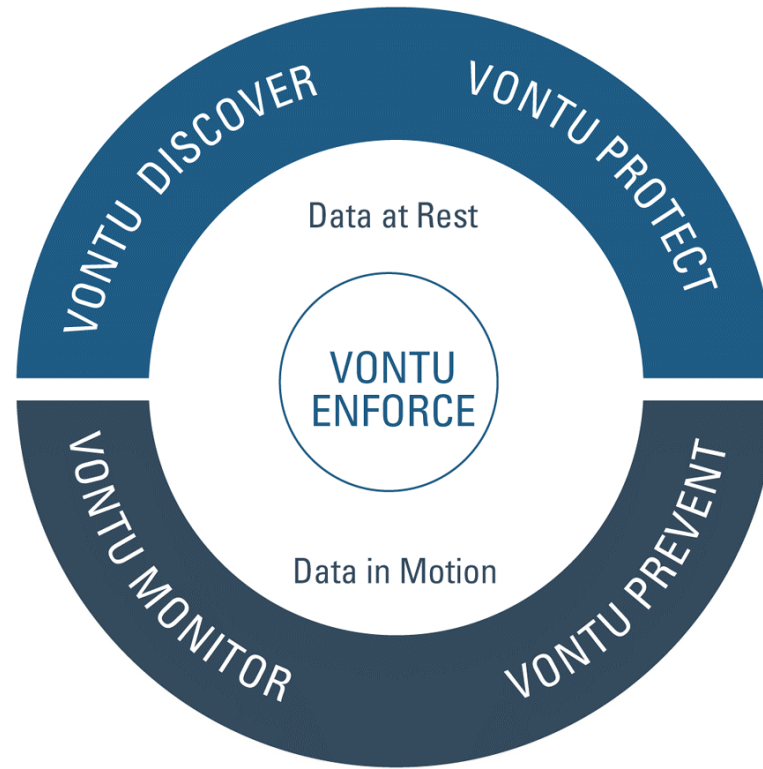
1. Remediation
2. Notification
3. Prevention and Protection

How is Risk Reduced?

- Fix broken processes
- Educate workforce
- Notify policy violators
- Notify management
- Protect files
- Prevent incidents



Unified Data At Rest and Data in Motion Protection



Intellectual Property

Source Code
Design Documents
Patent Applications

Patient Data

Social Security Numbers
Non-Public Information
Credit Card Numbers

Employee Data

Social Security Numbers
Employee Contact Lists
401K and Benefits Info

Corporate Data

Financials
Merger & Acquisitions
Strategy and Planning

Discover and Protect Confidential Data at Rest



Define
Confidential
Data Policy

1



Run
Scan and
Discover
Exposed
Data

2



Enforce
Policy by
Automatically
Protecting
Files

3



Remediate
Incidents

4



Report on
Risk and
Compliance

5

Monitor and Prevent Confidential Data in Motion



Employee
Sends
Confidential
Data

1



Vontu
Detects or
Prevents
Incident

2



Vontu
Notifies
Employee

3



Vontu
Workflow
Automates
Remediation

4



Report on
Risk and
Compliance

5

Secure Messaging Solution



Employee
sends
confidential
data

1



Vontu
detects
incidents

2



Vontu tags
email
message

3



PGP
automatically
encrypts
tagged
messages

4



Report on
Risk and
Compliance

5

Vontu covers HIPAA

Health Insurance Portability & Accountability Act 1996

“Individually Identifiable Health Information”

Identifies the individual

AND

Past, present, or future physical or mental health or condition of an individual

OR

The provision of health care to an individual

OR

The past, present, or future payment for the provision of health care to an individual

NOT

Communications with Treatment, Payment, Operations (TPO) partners

Vontu HIPAA Policy

How Vontu Detects HIPAA

1. Exact Patient Data

- Social Security Numbers
- Health Insurance Card Numbers
- First Name, Last Name
- Address & Phone Numbers

WITH

2. Drug, Disease, Treatments

- Medical Disease Keywords
- Medical Treatment Keywords
- Drug Keywords

EXCEPT

3. Specific TPO Partners

Healthcare Solution Pack

Solution Pack	Data Loss Priorities & Policy	Roles & Responsibilities
Healthcare	<ul style="list-style-type: none">•Compliance<ul style="list-style-type: none">–Regulations (HIPAA)–M&A language•Patient & Employee Data<ul style="list-style-type: none">–Account info–Personal info–Enrollment info–Employee benefit info–Pharmacy info–Insurance Claim info•Confidential Data<ul style="list-style-type: none">–Rate Calculators–Financial info–M&A info–General confidential docs	<ul style="list-style-type: none">•Security Services Responder<ul style="list-style-type: none">–“Front line” for remediation–“Fan-out” to extended remediation team•Security Services Manager<ul style="list-style-type: none">–Escalations within the Security Services•Compliance Officers<ul style="list-style-type: none">–Compliance & incident trends–Risk scorecards•Internal Auditors<ul style="list-style-type: none">–Compliance & incident trends–Risk scorecards•HR/Employee Relations<ul style="list-style-type: none">–Incidents that lead to employee termination•Legal/Privacy Officers<ul style="list-style-type: none">–Investigate incidents to mitigate legal actions–Compliance & incident trends–Risk scorecards•Investigations & Forensics<ul style="list-style-type: none">–Focused investigation on specific employees•Business Unit Managers<ul style="list-style-type: none">–Corporate involvement on escalated incidents•Executives (trends & dashboards)<ul style="list-style-type: none">–Risk trends and performance metrics–Risk dashboards











Data Loss Prevention Requirements

- Discover and Protect Confidential Data at Rest
- Monitor and Prevent Confidential Data in Motion
- Accurate Detection Across All Content and Groups
- Automate Enforcement and Response Workflow
- Encryption Visibility and Control
- Safeguard Employee Privacy
- Proven Global Scale and Architecture

Self-Risk Assessment

1. How many emails leave your company with PHI?
2. Who is sending the confidential information?
3. What are your most offensive protocols?
4. How many of these emails violated a regulation?
5. What is your risk level compared to that of peer companies or competitors?

Risk Assessment Scorecard

Priority Data	Severity of Loss	Data at Rest		Data in Motion	
		Frequency	Risk	Frequency	Risk
HIPAA	High	High 721 incidents	 Very High	High 256 incidents	 Very High
Patient Data	High	High 10,178 incidents	 Very High	High 2178 incidents	 Very High
Physician Referral	High	Very High 78 incidents	 Very High	Medium 9 incidents	 Medium
CA 1386	High	Medium 939 incidents	 High	Medium 132 incidents	 High
Research	High	High 624 incidents	 High	High 24 incidents	 High

Severity x Frequency = Risk

Data Loss Prevention In Summary

- Reduce Risk of Data Loss
- Reduce Financial Loss
- Protect Brand and Reputation
- Demonstrate Compliance

“Vontu met all our requirements to meet the highest degree of compliance with both our own data security policies and state and federal regulations”

Charles Addison
CIO
American National Insurance

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