

Data security success at financial institutions around the world



Financial institutions around the globe must comply with a growing list of increasingly more stringent regulations. In today's world of digital transactions and personal data privacy, data protection has become a key component of new compliance directives. Since 2005, organizations, including many Fortune 500 financial institutions, have been using Titus to meet regulatory compliance requirements by identifying and securing data on the desktop, on mobile devices and in the cloud. The following highlights key Titus use cases and the successes that financial institutions have seen.

Common benefits and use cases **around the world**

NORTH AMERICA

In North America, multiple Fortune Global 500 and Fortune 500 banks make use of Titus solutions. Deployments range from 8,000 to 70,000 users.

Ensure compliance with privacy regulations.

How Titus helps banks achieve this: When a customer chooses to unsubscribe from a mailing list, the bank uses Titus to identify that recipient and alert bank employees who try to send emails to the recipient.

Protect new macro-generated documents.

How Titus helps banks achieve this: When an automated process creates a file, Titus automatically assigns a classification, visual markings and protection to the file as it is created.

Prevent accidental (or intentional) sharing of sensitive data externally.

How Titus helps banks achieve this: Titus performs recipient checking for external addresses, incorporating a list of safe domains and allowing for the encryption of the sender's email contents downstream via the use of

ACHIEVING ROI

Calculating the return on investment (ROI) of security solutions is notoriously difficult because success occurs when an organization prevents something bad from happening.

We recently heard from an executive responsible for information protection at one of our Fortune 500 customers who explained how this works for their organization:

"We see ROI through prevention. We've calculated that a breach would cost us \$350 per record. Titus is the vehicle we use to get effective enforcement by providing identity to the data."

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X-headers. Encryption options vary based on parameters such as the sender's group membership properties and so on. Titus also performs attachment checking to auto-upgrade the classification based on the content, searching for keywords such as "Internal Use Only" or for Social Security numbers.

EUROPE

In Europe, multiple Fortune Global 500 banks and insurance providers use Titus solutions. Deployments range from 70,000 to 110,000 users.

Identify data with personal information in order to comply with the General Data Protection Regulation (GDPR).

How Titus helps banks achieve this: With GDPR now in effect, it is crucial when new data is created that organizations classify it accordingly if it contains any personal data. Titus provides users with suggested classifications based on the content identified in a Titus policy. Banks can also configure the solution to perform an auto-classification, essentially eliminating the burden on the end user.

Impact end user behavior as it relates to sensitive data.

How Titus helps banks achieve this: Titus provides sensitive document labeling as a key component of an encryption policy for a specific group of users for sending confidential emails. The sender and the receiver immediately understand the sensitive nature of the email contents because of the labeling. In addition, content validation enables banks to check documents and email messages for specific sensitive information, such as National Insurance numbers and credit card numbers. Content validation can also replace the sensitive data it finds through remediation or redaction.

ASIA PACIFIC

In the Asia Pacific region, several Fortune Global 500 banks use Titus solutions. Deployments range from 5,000 to just under 70,000 users.

Impact end user behavior as it relates to sensitive data.

How Titus helps banks achieve this: Titus solutions help banks perform recipient checking for external email addresses, along with attachment checking.

Enhance performance of a data loss prevention (DLP) solution.

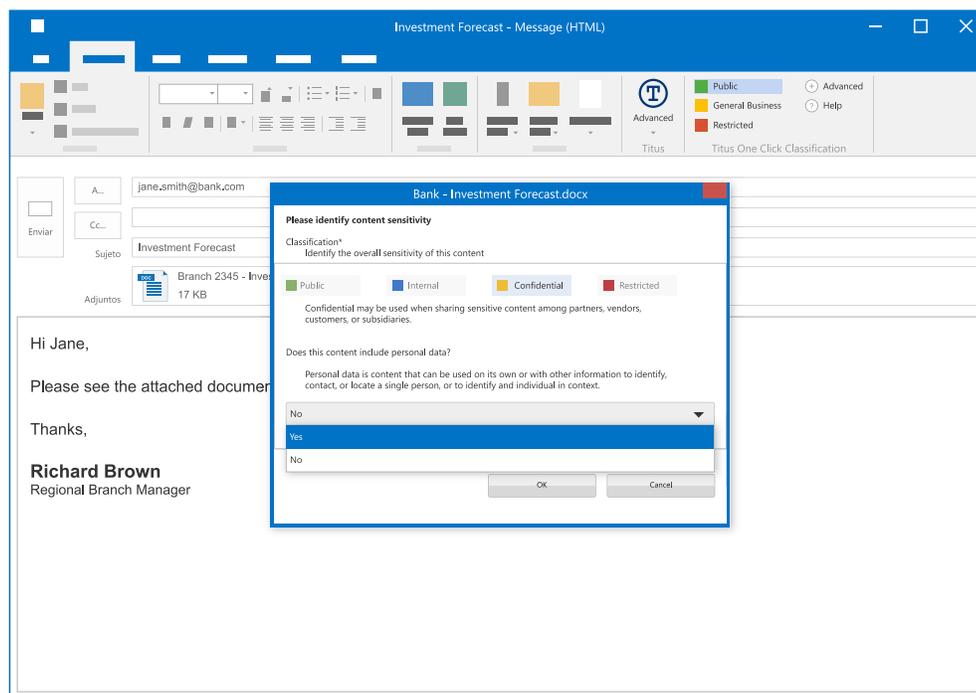
How Titus helps banks achieve this: Titus solutions help banks perform content scanning. Banks can also integrate Titus with their DLP solution

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for message attachments. Titus will communicate with downstream DLP through X-headers, including document and email visual markings, set up as headers or footers.

Maintain ethical walls between different parts of the bank.

How Titus helps banks achieve this: Titus solutions use information segregation to automatically apply classifications based on the user's role in the organization. Organizations can manage settings from one administration console so that different users get different configurations.



Titus uses unique to the market data detection technology to identify and protect personal data, ensuring compliance with privacy regulations and prevention of sharing of sensitive data externally.

About **Titus**

Titus is a leader in providing solutions that enable businesses to accelerate their adoption of data protection. Millions of users in over 120 countries trust Titus to keep their data compliant and secure, including some of the largest financial institutions and manufacturing companies in the world, government and military organizations across the G-7 and Australia, and Fortune 2000 companies. To learn more about how Titus can help with CUI and CNSI marking and metadata programs visit www.titus.com.



Protect your data.
Free your business.

