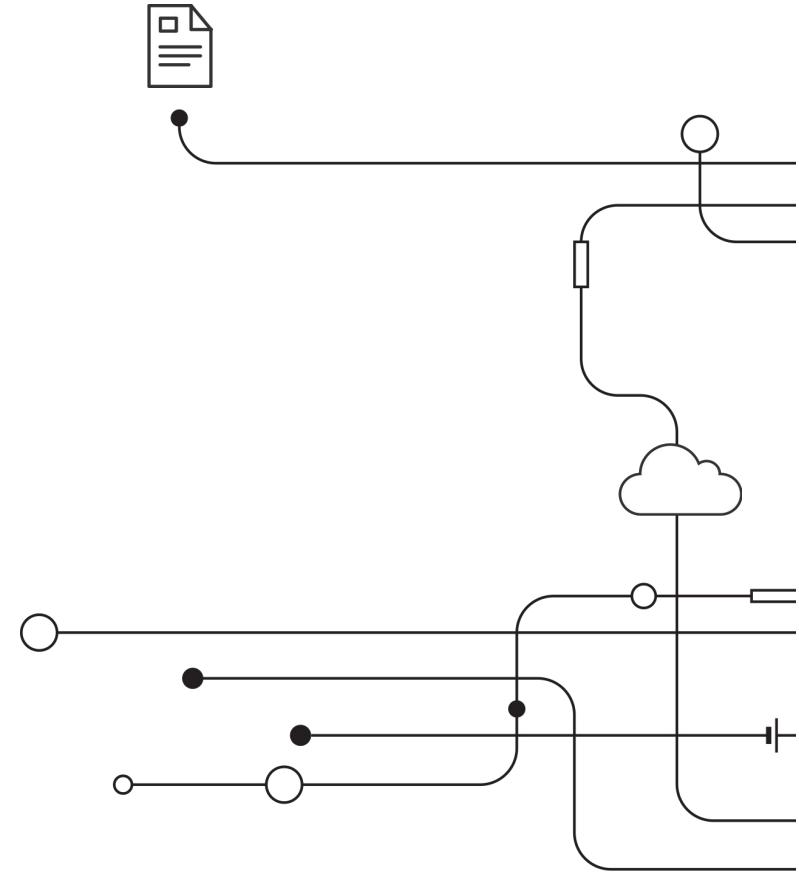


Protecting Sensitive Data with Context and Perfect Recall



CYBERHAVEN

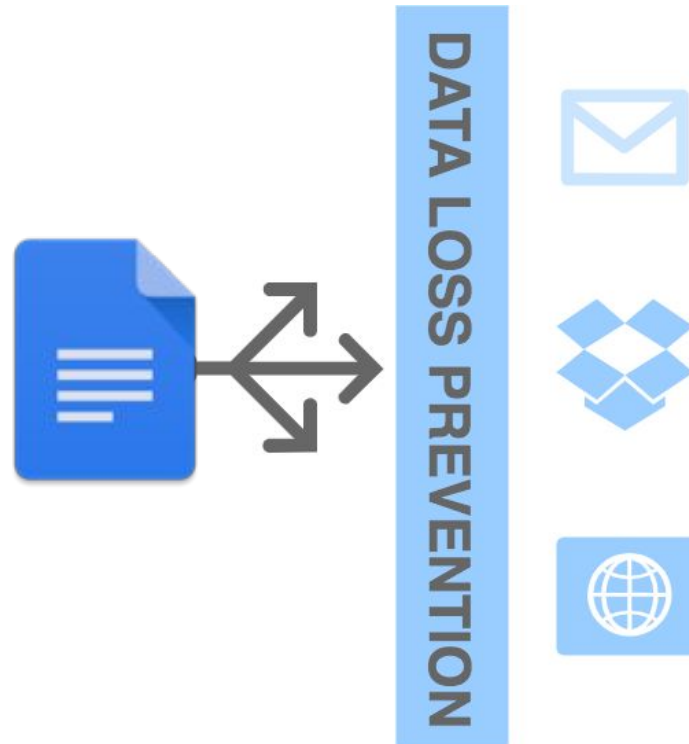
Lenny's "Condition"

- Prevents creation of new memories
- Prevents event recall from just moments before
- Prevents understanding of where, why, and context surrounding current situation



How DLP Works

- Inspects Content at Egress
- **Sensitive Data**
- Action – Blocking



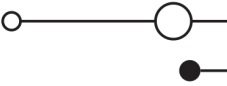
Data Protection Challenges



Top 5:

- + False Positives (& FN)
- + Time-Consuming
- + Solution Complexity
- + End User Impact
- + Ineffective

“I would rather turn DLP off.”



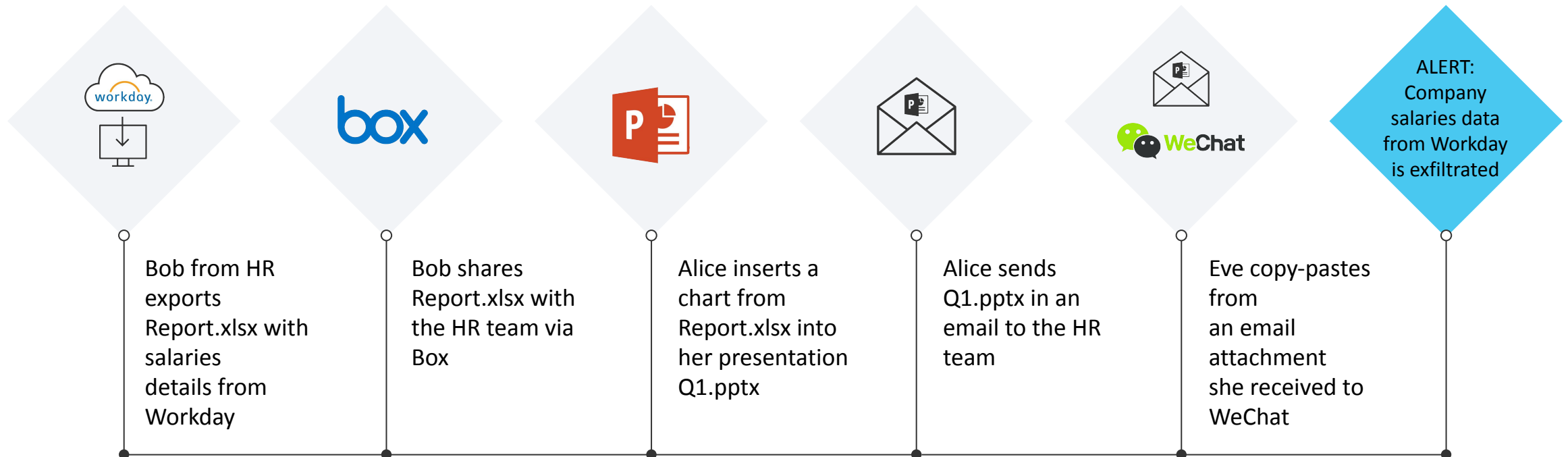
- Every piece of data has a story

01010
11011
01100

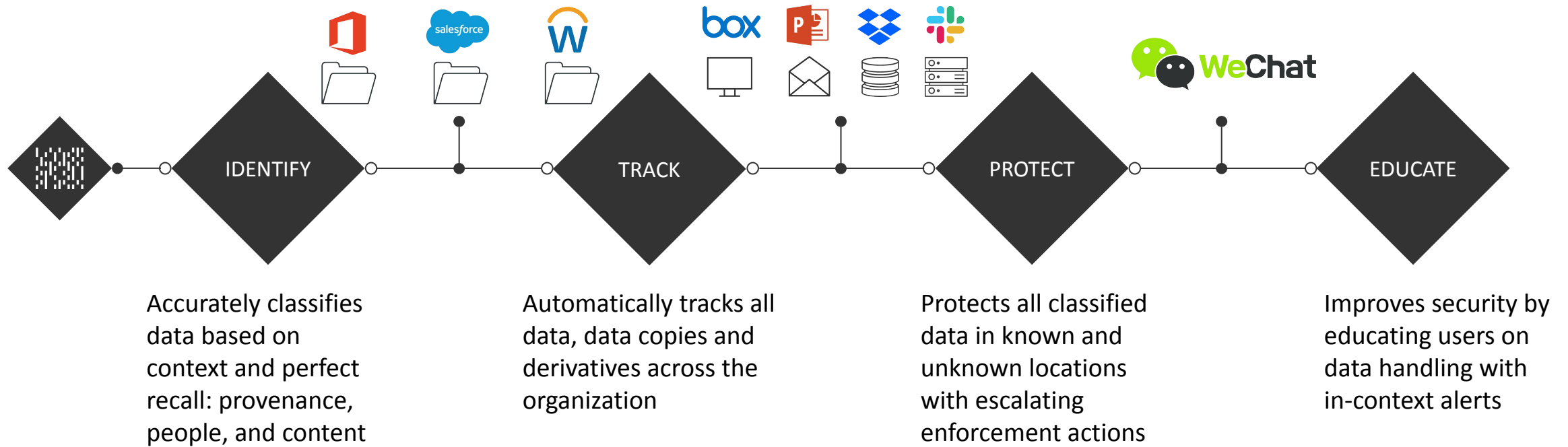


Dynamic Data Tracing
tells the **WHOLE** story

Tracking Data Lineage Inside a Modern Enterprise



Using Data Lineage for Data Protection



Lenny's "Condition"

- Prevents creation of new memories
- Prevents event recall from just moments before
- Prevents understanding of where, why, and context surrounding current situation



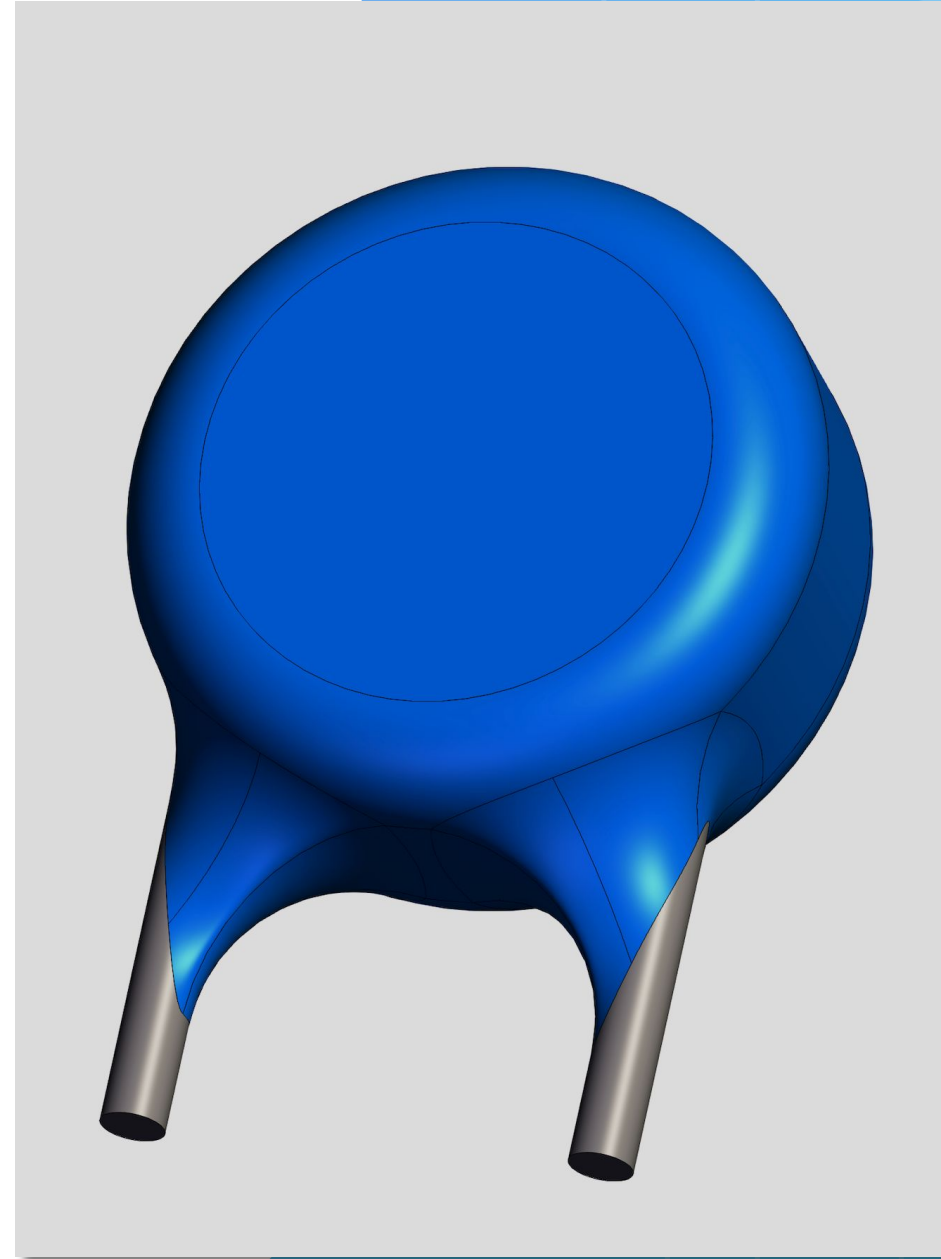
Protecting PII

SSN	LAST	FIRST
172-3X2-1176	White	John
514-1X4-8905	Borden	Ashley
213-4X6-8915	Green	Marjorie
524-0X2-7657	Munsch	Jerome
489-3X6-8350	Aragon	Robert
690-0X5-5315	Conley	Thomas
646-4X4-9061	Jackson	Charles
421-3X7-1396	Davis	Susan
461-9X7-5660	Watson	Gail
660-0X3-8360	Garrison	Lisa

- Content
- Context & Perfect Recall
 - Origin
 - Creator
 - Save Location
 - Consumer/Group
 - Egress Location

Protecting IP

- Content
- Context & Perfect Recall
 - Origin
 - Creator
 - Save Location
 - Consumer/Group
 - Egress Location



Memory, Context & Perfect Recall

Payment-order.pdf		Internal	External			
		7	2	4	7	
					2020-08-24, 19:49	
✳	+	Cyberhaven started tracking flow	→	✉ elaine@acme.com	7	2020-08-24, 15:53
●	↓	john received attachment Payment-order.pdf	→	at ✉ john@cyberhaven.co	7	2020-08-24, 15:53
●	↓	john saved email attachment Payment-order.pdf	→	to 📁 LEGALDOCS	7	2020-08-24, 15:54
●	↑	john uploaded file Payment-order.pdf	→	to 🌐 docuware.cyberhaven.co as Payment-order.pdf	7	2020-08-24, 15:55
●	📎	violet attached file Payment-order.pdf	→	to ✉ violet@cyberhaven.co	7	2020-08-24, 17:54
●	✈	violet sent email Payment-order.pdf	→	to ✉ dennis@cyberhaven.co	7	2020-08-24, 17:55
●	↓	dennis saved email attachment Payment-order.pdf	→	to 🖥 DENNIS-PC	7	2020-08-24, 17:59
●	📄	dennis copied file Payment-order.pdf	→	on 🖥 DENNIS-PC as Payment-order.pdf	7	2020-08-24, 18:01
●	📄	mary copied file Payment-order.pdf	→	on 🖥 MARY-PC as Payment-order.pdf	7	2020-08-24, 19:48
●	↻	mary renamed file Payment-order.pdf	→	at 🖥 MARY-PC as Readme.pdf	7	2020-08-24, 19:48
●	↑	mary uploaded file Readme.pdf	→	to 🌐 files.facebook.com as Readme.pdf	7	2020-08-24, 19:49

Benefits of Dynamic Data Tracing

- Context and perfect recall result in greater accuracy
- Comprehensive coverage and visibility into all data use, activity & movement
- Supports growing cloud use and WFH
- Encryption agnostic – inspects before encryption
- Simple, SaaS-based solution