

# Unleash the Power of Secure Data

Protegrity safeguards privacy, ensures data is protected everywhere, and fuels innovation with secure AI.

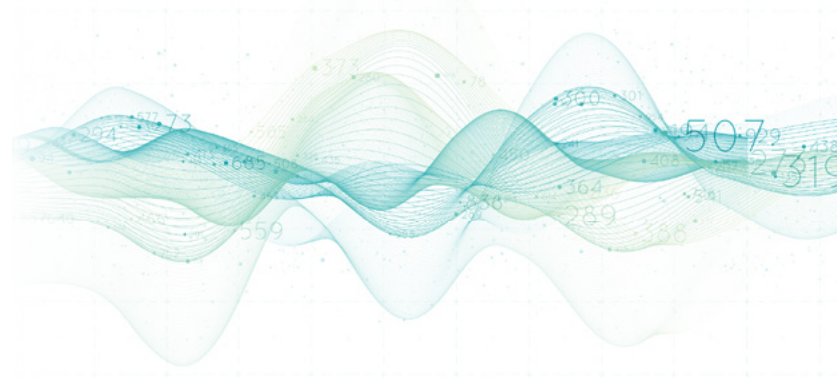


## Protegrity's Reason for Being

Protegrity aspires to protect the world's most sensitive data—whatever it is and wherever it resides at any given moment. Our platform frees businesses from the constraints typically associated with the access and fine-grained protection of sensitive data, so they can have the confidence to create better customer experiences, make intelligent decisions, and fuel innovation.

### Data knows no boundaries, nor should data protection.

Protegrity's technology is built for data ubiquity. We secure data to empower businesses to thrive. What's more, the types of data that are most critical in driving innovation—through advanced analytics, machine learning, and AI—are those deemed most sensitive and must be safeguarded. Sensitive data chronicles how customers and employees engage, and once harnessed, it reveals insights and outcomes that are game-changers for businesses.



## The Data Catch

Businesses have many assets, but data is among the most valuable. This data takes many forms, and it is regularly analyzed to provide better services, improve outcomes, innovate products, and drive new revenue channels.

There is one catch, though: Much of this data is often sensitive. It's information that enterprises have been entrusted to keep safe. Unfortunately, many organizations can't make good on the promise of making data—a carrier of intelligence that drives outcomes and increases value—an integral part of business.





**Protegrity helps enterprises overcome these hurdles by securing sensitive data and maintaining the highest level of data privacy and compliance.**

With Protegrity, businesses can innovate responsibly, knowing they have laid the foundation for a data protection strategy that allows them to be on the side of people and business, simultaneously, without sacrificing one for the other.



## Experience Matters

Protegrity has a storied history of innovation in data privacy and security. This heritage grounds us as we work with the world's leading brands and our technology partners to consistently transform our software platform to provide companies with the latest and best data-security capabilities.

**For more than two decades, Protegrity has delivered granular protection for the sensitive data of the most innovative and recognizable brands on the planet.**

Throughout our journey, we've kept pace with ever-changing cloud-supported and on-premises technologies, always adapting to meet the needs of customers and partners. In that regard, Protegrity, today, is a re-imagined, innovation-driven company built atop a rock-solid foundation.



In the end, we strive to be the global standard for ubiquitous data protection.

Email [info@protegrity.com](mailto:info@protegrity.com) for more info.



## Who Protegrity Protects



3 of the 5 largest U.S. health insurance companies

Largest U.S. retail chain

Largest credit-card issuer

No. 1 health insurance company in the U.S.

196M credit-card accounts in the U.S.

43 percent of private U.S. health insurance members

Third largest e-commerce retailer in Germany

Largest retailer in Italy



### OUR THREE C's:

## Choice. Control. Confidence.

Protegrity gives you **choice** to protect data where and how you choose to use it, **control** over how data is protected enterprise-wide, and **confidence** that the data is secure even if a breach occurs. This allows you to leverage data—including its application in advanced analytics, machine learning and AI—to do great things without worrying about putting customers, employees, or intellectual property at risk.



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## Neutral and Inclusive

To successfully support our customers with data security, and to do it at scale, we maintain a position of neutrality and inclusion—one that is compatible with on-premises, hybrid-cloud, and multi-cloud environments. **We aim to be inclusive in our partnerships so we can help all companies, no matter where they store their data.** With such openness, we hope to never hinder anyone's ability to on-board new technologies because we won't—or don't—support them. All the while, we are developing new offerings, reaching new market segments and regions, and forming new strategic alliances.



## Partnering for Success

**Protegrity's mission is to provide the best data-security platform in the world. Partners are a critical part of fulfilling this role.** Protegrity works in partnership with leading technology organizations and systems integrators to help customers transform their businesses without sacrificing security, privacy, or compliance.

Our partners and customers benefit from Protegrity's long history of data-protection expertise and our comprehensive data-first security platform, enabling technology success and business growth without risk. **Our extensive global partner network helps redefine and transform global enterprises every day.**



## Our Purpose is Clear

We empower intelligence-driven organizations to use data to fuel innovation with secure analytics and artificial intelligence, without fear of violating compliance or jeopardizing privacy. To make this vision a reality, we protect sensitive data anywhere and everywhere to create secure data agility that aligns with the speed of modern business.

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# THE PROTEGRITY DATA PROTECTION PLATFORM

Businesses need a data-centric security strategy.

Businesses need ubiquitous data protection.

Businesses need Protegrity.

## How To Do Great Things

As the industry's first and only ubiquitous data protection solution, the Protegrity Data Protection Platform allows businesses to leverage secure data—including its application in advanced analytics, machine learning, and AI—to do great things without worrying about putting customers, employees, or intellectual property at risk.

**With Protegrity, innovative businesses win in an ever-changing, increasingly competitive digital economy, by activating secure AI strategies that accelerate growth.**

The platform's transparent controls and comprehensive protection capabilities give businesses the confidence to charge ahead with cloud-supported data-driven initiatives, including advanced analytics, machine learning, and AI. The platform supports data protection for the industry's leading and emerging data stores, and it protects data on-premises, in the cloud, and across SaaS architectures.

## The Industry Standard

The Protegrity Data Protection Platform secures data where it resides—not just when it is in motion. Rather than creating copies of data or just masking it—leaving the source data vulnerable as some security platforms do—Protegrity protects the actual data.

Whether your world is Security and IT, Compliance, DevOps and Tech, Chief Data Officer, or you represent the line of business in retail, financial services, or healthcare, the Protegrity Data Protection Platform will help close security gaps and simplify the management of associated policies. It easily integrates with all transactional systems, distributed architectures, big data and analytical systems—whether they are on-premises or in hybrid-cloud infrastructures.

**With a cohesive approach to data protection, businesses can extract transformative insights to fuel growth, knowing sensitive data is always secure.**

## Business Agility

Our commitment to enable business agility is illustrated by our ability to secure sensitive data everywhere, as data transformation, cloud migration, and advanced analytics initiatives become strategic imperatives. **And business confidence is bolstered by our many integrations with industry-recognized data-system providers, allowing us to protect data whether it resides on-premises, in the cloud, or across both environments.**

Protegrity's tried-and-true data protection methods, including tokenization and anonymization, work in concert with centralized policy enforcement to ensure data is always secure across the myriad of data warehouses, file servers, big data systems, and mainframes that underlie operational, transactional, and analytical systems and programs.

**Indeed, businesses' ability to tap into the power of data—through analysis, optimization, and the prediction of outcomes—will separate the winners from the losers in this digital economy.**

In the end, we strive to be the global standard for ubiquitous data protection.

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# Our Data-Protection Methods

## Encryption. Tokenization. Anonymization.

With the Data Protection Platform, customers can replace information fields with artificial identifiers, or pseudonyms. To pseudonymize data, the platform can either **encrypt** the data—using mathematical algorithms and cryptographic keys to change data into binary cyphertext—or apply Protegrity's **vaultless tokenization method** (PVT), which converts cleartext data into a random string of characters.

Organizations might further want to anonymize data for a variety of reasons, especially to participate in data exchanges and marketplaces where data can be shared and monetized. **Our anonymization allows the data to be irreversibly protected.**



### Tokenization

First Name	Last Name	Email	Gender	SSN	DOB	Diagnosis
fRRPef	Zxsepaw	fRRPef.Zxsepaw@meyer.org	M	569-24-058	22/11/3321	Acute bronchitis
FroifgawM	ICdent	CdeEql@axeL.org	F	717-37-586	10/01/3737	Coronary Atherosclerosis
mVFr	fEWQAseyu	mVFr.fEWQAseyu@boyd.com	F	881-81-132	04/12/3462	None
pDERwa	ICDenam	pDERwa.ICDenam@pierce.com	M	521-86-346	11/07/3908	Obesity
cnDroas	LCDDen	cnDroas.LCDDen@jcs.com	F	581-72-438	21/06/3345	Respiratory Problems



### Encryption

First Name	Last Name	Email	Gender	SSN	DOB	Diagnosis
Y2tpZWgZmFt==	d29Kc2xmcg==	Zm9vYmFyam9uYmVzQG3pGx5YmlvbmuY29tCg==	M	ndLzLeyfLmYmM==	PjMvMTIvojkmQo=	Acute bronchitis
PyRedgTdsa	dTwkER	pYhJfrW@axeL.org	F	OPm0IEtAceAmZE==	MbhdJscY28JdD=	Coronary Atherosclerosis
qEro	rghfKER	reWp.jEwqlcDR@boyd.com	F	LrkSLTAxL TEyMtzq	IKUFkODIspPDj=	None
IFpREA	vFRhcos	NCrpfReidSjn@pierce.com	M	mDeSLTDIYE5n3z=	LOFpri97YjmmJl	Obesity
dReogLc	fERdct	Vzfrhic.ErWmcp@jcs.com	F	OtXgITE4Os0wMDAw	CdREFc:jgkddek==	Respiratory Problems



### Anonymization

First Name	Last Name	Email	Gender	SSN	DOB	Diagnosis
*	*	*	M	*	<=1990	Acute bronchitis
*	*	*	F	*	>1990	Coronary Atherosclerosis
*	*	*	F	*	<=1990	None
*	*	*	M	*	>1990	Obesity
*	*	*	F	*	>1990	Respiratory Problems

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# The Platform's Solutions

Protegrity offers three solutions that separately address the significant challenges of securing data: respecting individual privacy, making data accessible for AI-driven initiatives, and protecting data as it's used across a wide variety of cloud environments. Our solutions collectively arm innovative businesses the world over to win in an ever-changing, increasingly competitive digital economy.



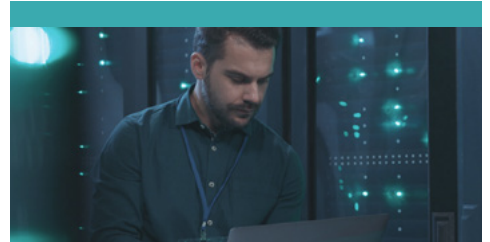
## Privacy Protect

Protegrity Privacy Protect empowers businesses to activate and extract value from sensitive data and engenders trust by ensuring the privacy of customers and employees is always preserved.



## AI Protect

Protegrity AI Protect creates opportunities to harness the sensitive data that is proven to be most effective in activating advanced analytics, machine learning, and AI.



## Cloud Protect

Protegrity Cloud Protect advances data protection across cloud technologies so enterprises can safely rebuild their global infrastructure in the cloud.

## So, Why PROTEGRITY?

Protegrity's enterprise architects and security specialists bring decades of deep experience supporting data-driven initiatives at some of the largest organizations in the world.

We assure our customers efficient and professional implementation; product expertise that delivers on customer data-security projects as fast as possible; and instructor-led training that features hands-on case studies and exercises to build a solid base of knowledge for key employees.

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