

PANDA DATA CONTROL: REAL-TIME DATA SECURITY, VISIBILITY AND CONTROL IN ONE PRODUCT

Uncontrolled access to **your company's personal and sensitive data** is an everyday security threat that may lead to **serious financial loss and reputational damage**. Are you willing to take that risk?

WHY DO YOU NEED TO PROTECT YOUR ORGANIZATION'S PERSONAL AND SENSITIVE DATA?

Companies are forced to strengthen or adopt new measures to protect the personal or sensitive data stored by the organization. The most important factors that motivate this transformation are:

- **Exponential increase in exfiltration cases.** The number of cases where poorly managed and poorly secured data is exfiltrated from IT systems is increasing every day. The affected organization is often not even aware that this is happening. These data thefts are usually due to external attacks, malicious insiders aiming to make money or get revenge, or simply negligence.
- **Proliferation of unstructured data.** Unstructured data stored on servers as well as on employees' and collaborators' (partners, consultants, etc.) endpoints and devices make up roughly 80 percent of all business-related data. And just as the volume of unstructured data doubles every year, so too does the risk faced by businesses.¹
- **Regulatory compliance with laws such as the GDPR**, violation of which can lead to having to pay large fines or a percentage of a company's global turnover. Another risk is the reputational damage caused by a data leak, and its effects on the confidence of employees as well as current and potential customers.

THE SOLUTION: PANDA DATA CONTROL

Panda Data Control is a data security module fully integrated into the Panda Adaptive Defense platform. Panda Data Control is designed to help organizations comply with data protection regulations, as well as to discover and protect personal and sensitive data, both in real time and throughout its lifecycle on endpoints and servers.

Panda Data Control discovers, audits and monitors **unstructured² personal data** on endpoints: from data at rest to data in use and data in motion.

Its powerful custom search engine allows administrators to find any file in the organization with data to control (copyrighted materials, confidential information, etc).

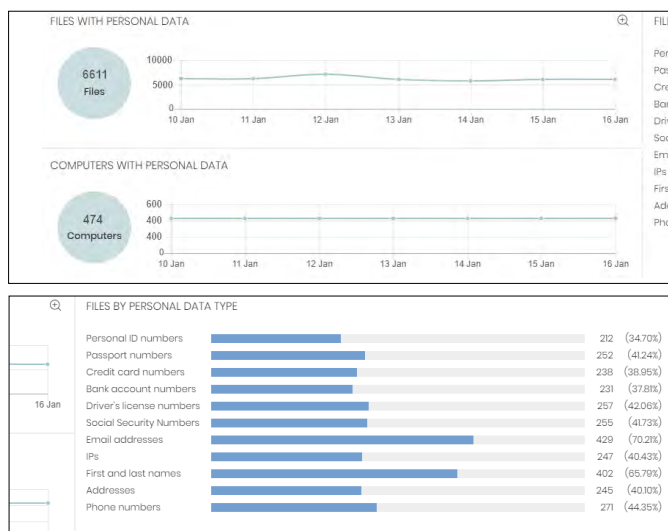


Figure 1: Main dashboard. Access to different panels to visualize files containing Personal Data, Computers With Personal Data and Files By Personal Data Type.

¹ Carla Arend. IDC Opinion - March 2017.

² Unstructured data refers to data that does not reside in a database or any other data structure.

³ Unstructured data can be textual or non-textual. Panda Data Control focuses on the textual unstructured data held on endpoints and servers.

KEY BENEFITS

Discover and Audit

Automatically identify files with personal data (PII) as well as the users, employees, collaborators, endpoints and servers in your organization that are accessing personally identifiable information.

Monitor and Detect

Implement proactive measures to prevent access to PII with the help of reports and real-time alerts on the unauthorized or suspicious use, transmission and exfiltration of personal data files.

Find Any Kind of Data To Control

Its powerful search engine enables administrators to find even duplicated personal data files accurately, based on their own filter criteria.

Simplify Management

The Panda Data Control module doesn't require organizations to deploy any additional software or hardware and can be easily and immediately activated without cumbersome configurations. Once activated, the module is enabled and managed from the Cloud platform.

Demonstrate compliance with applicable regulations to senior management, the DPO³ and all other employees in your organization. Demonstrate the strict security measures in place to protect PII at rest, in use and in transit between endpoints and servers.

Supported platforms and systems requirements of PANDA DATA CONTROL

Compatible with the following solutions:
Panda Adaptive Defense 360 and Panda Adaptive Defense

Supported operating systems: [Windows](#).
List of compatible browsers: [Google Chrome](#) and [Mozilla Firefox](#) (others maybe be compatible).

Note: Panda Data Control is available in the following countries: Spain, Germany, UK, Sweden, France, Italy, Portugal, Holland, Finland, Denmark, Switzerland, Norway, Austria, Belgium, Hungary and Ireland.

³ DPO (Data Protection Officer): The person responsible for overseeing the data protection strategy in an organization.

PII SECURITY AND GOVERNANCE

Organizations protected by **Panda Adaptive Defense** can rest assured that their endpoints and servers won't be compromised by malicious programs used by external attackers to exfiltrate their data.

Panda Adaptive Defense's **classification service categorizes 100 percent of all applications** running on the protected endpoints and servers, returning a verdict on their trustability or malicious nature by using **machine-learning** techniques supervised by Panda Security's malware specialists. This system ensures that **only those applications classified as goodware** are allowed to run.

The **Panda Data Control module** leverages the solution's EDR (Endpoint Detection and Response) capabilities to continuously monitor the protected endpoints in the organization, discovering and protecting the unstructured personal data stored and transmitted across the network.

Finally, the Panda Data Control **alerts and reports** can be customized and adapted to the specific needs of each company.

BUSINESS DATA GOVERNANCE

Strong data governance allows organizations to answer any questions related to the personal and sensitive data handled by employees: What data is stored on employees' endpoints? Who can access that data and what actions are taken on it? Are those actions aligned with your corporate policies?

Ensuring data governance is a continuous improvement process, and Panda Data Control provides the necessary tools to increase efficiency and reduce costs at every stage of that process:

- **Discover and understand** the unstructured personal and sensitive data stored across your network. Panda Data Control allows you to tag, group and classify this data according to its criticality.
- **Establish security and access policies** to control data access and use by authorized users.
- **Educate your employees and company** collaborators in order to ensure that they handle data in accordance with external regulations and internal policies.
- **Monitor and demonstrate.** Use Panda Data Control's dashboard, reports, and custom and predefined alerts to demonstrate data governance and compliance to the rest of the organization.
- **Analyze the causes of a personal data breach and adjust corporate policies:** Panda Data Control lets you establish the sequence of actions performed by an external attacker or an insider in a breach of personal or sensitive information. This analysis allows organizations to identify and apply improvements to the data access policies in place in a continuous process, as well as to provide the information required by regulations in the event of a security incident.

KEY FEATURES

Data Discovery

Automatically classifies and creates an indexed inventory of all files, including duplicates, that stores unstructured personal data (data at rest), with the number of occurrences of each type of data. These files can be deleted from the inventory. The Scheduler feature determines when the full disk analysis is launched (required for inventory and searches).

The classification process uses a combination of rules, regular expressions, and machine-learning techniques, among others, optimizing classification results while reducing false positives and resource consumption on devices.

Data Search

Run free custom searches to find files with specific content. Panda Data Control will generate a list of all files containing the information, with the option to export it for easier management.

Data Monitoring and Control

Monitor the various types of operations performed on unstructured files (data in use), while keeping the personal data file inventory fully up to date. Any attempt to copy or move any of these files out of the network via email, web browsers, FTP or removable storage (data in motion) is recorded by the module. Control writing information in removable storage drives only if they are encrypted.

Data Visualization

The results of the data monitoring and discovery tasks are continuously synched on the Adaptive Defense platform and in its module Advanced Visualization Tool. This module provides tools for investigating all events affecting data at rest, in use and in motion, both in real time and retrospectively throughout its lifecycle on devices.

Panda Data Control's dashboards and predefined reports and alerts help to cover use cases and ensure security governance of the unstructured personal data.

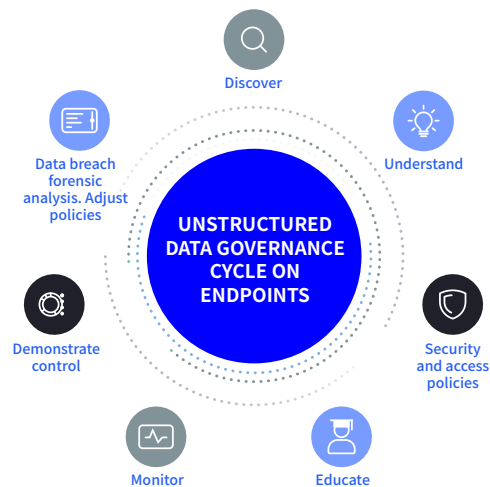


Figure 2: Phases of the continuous improvement process to ensure data governance, Control's contribution to reduce costs and efforts.

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