

# PROOFPOINT ESSENTIALS DATA LOSS PREVENTION (DLP)

## PROOFPOINT ESSENTIALS DLP BENEFITS

- Guards against leaks of private and confidential information in email and web protocols with highly accurate detection using smart identifiers and managed dictionaries
- Smart identifiers and managed dictionaries provide automatically
- updateable policies for lowest administrative cost and highest accuracy
- Customize policies with point- and-click ease
- Industry-leading technology ensures continuous service and complete security of an organization's data

## DLP DICTIONARIES

- Financial information
- Personal information
- Protected health information

## DLP SMART IDENTIFIERS

- Banking information
- Financial information
- Personal information
- US driver license information
- Product identification
- Tracking information

Always know where your private or proprietary data resides—including intellectual property, personal identification, financial information, and more—so you can simplify discovery, and quickly evaluate the data in order to make an appropriate response to any issue.

## CAN YOUR ENTERPRISE RISK DATA LOSS?

As enterprise data grows, the risk of sensitive data being breached increases at an alarming pace. With data breaches making the headlines more than ever, organizations are forced to consider the safety of their data, the policies they have in place to protect it, and the strategies and tools at their disposal for breach mitigation.

Small and medium enterprises need to remove the risk of wrong material leaving the company. This includes proprietary material, offensive material, material not in compliance with government regulations or your own policies, or sensitive material addressed to the wrong person.

The best practice is to keep security and disclosure policy decisions out of the hands of individual end users. However, for various reasons, many organizations force end users to choose which content is appropriate to be sent out, and how and where to send it—too often resulting in the wrong choice and a non-compliant outcome.

## BLOCK DATA LOSS AND COMPLY WITH REGULATORY POLICIES

Proofpoint Essentials eliminates the risk inherent in individuals making security and disclosure policy decisions by implementing a user-transparent, centrally based, policy-driven data loss prevention filter. Users simply send email, and the appropriate action is automatically taken.

Always know where your private or proprietary data resides—including intellectual property, personal identification, patient information, financial information, and more—so you can simplify discovery, and quickly evaluate the data in order to make an appropriate response to any issue.

### ABOUT PROOFPOINT

Proofpoint, Inc. (NASDAQ:PFPT), a next-generation cybersecurity company, enables organizations to protect the way their people work today from advanced threats and compliance risks. Proofpoint helps cybersecurity professionals protect their users from the advanced attacks that target them (via email, mobile apps, and social media), protect the critical information people create, and equip their teams with the right intelligence and tools to respond quickly when things go wrong. Leading organizations of all sizes, including over 50 percent of the Fortune 100, rely on Proofpoint solutions, which are built for today's mobile and social-enabled IT environments and leverage both the power of the cloud and a big-data-driven analytics platform to combat modern advanced threats.

©Proofpoint, Inc. Proofpoint is a trademark of Proofpoint, Inc. in the United States and other countries. All other trademarks contained herein are property of their respective owners.