VIPRE SECURITY GROUP

VIPRE Safesend

SOLUTION BRIEF

Preventing Accidental Data Exposure Through Email Communications with SafeSend Data Loss Awareness

Executive Summary

In today's hyper-connected digital landscape, businesses face a multitude of cybersecurity challenges that demand innovative solutions to stay ahead of threats and vulnerabilities. One of the pressing challenges that companies confront is the inadvertent exposure of sensitive data through email misdelivery, often stemming from human error. Another challenge lies in maintaining a consistently high level of security awareness among employees, especially regarding email communication. SafeSend is tailor-made to tackle these critical business challenges effectively, ensuring data protection and security awareness.

The Business Challenges

Challenge 1: Preventing Accidental Data Exposure

Accidental data exposure, or data loss, is a constant concern for businesses across all industries. Even with the best intentions, employees can easily make mistakes, leading to confidential information falling into the wrong hands. This challenge is exacerbated by the increasingly complex web of data sharing, where emails, cloud storage, and collaboration tools are used daily.

Data loss can have far-reaching consequences for businesses. Beyond the initial incident, its impact extends to various critical areas of business operations, including reputation, privacy breaches, and increased costs in the form of compliance violations.

1. Damaged Reputation: When sensitive information, such as customer data or proprietary intellectual property, ends up in the wrong hands due to a data leak, it erodes the trust and confidence that customers, partners, and stakeholders have in the organization.

2. Privacy Breach and Legal Consequences: Accidental data exposure often results in a privacy breach that can trigger legal obligations under data protection regulations such as GDPR, CCPA, or HIPAA, depending on the nature of the exposed data and the jurisdiction. The consequences can include fines, penalties, and lawsuits.

3. Increased Costs: The financial impact of accidental data exposure can be substantial. Beyond fines and legal fees, numerous costs are associated with addressing a data breach. These costs may include forensic investigations, notification costs, remediation efforts, and lost business opportunities or revenue due to reputational damage. The costs associated with data exposure extend far beyond the incident's immediate aftermath. They continue to accrue over time and can negatively impact a company's financial health.

Business Challenges

Accidental Data Exposure through Email Communication

- Damaged Reputation
- Privacy Breach and Legal Consequences
- Increased Costs

Refreshing Security Awareness Training

- Knowledge Retention
- Remote Workforce Disruptions and Get-the-Job Done Requirements

Challenge 2: Refreshing Security Awareness Training

Maintaining high levels of cybersecurity awareness among employees is an ongoing challenge. Traditional annual training sessions often prove insufficient in today's fast-paced digital world. Knowledge retention is a known human-related issue; employees can become complacent or forget critical security protocols shortly after their initial training.

This creates a crucial vulnerability gap that is further exacerbated by remote workforce disruptions and, oftentimes, the urgent requirements to get the job done, leading to mistakes and accidental exposure of sensitive data through email misdelivery.

The SafeSend Solution

VIPRE Security Group's SafeSend offers a multi-faceted approach to address these challenges.

SafeSend prevents accidental data exposure and helps businesses mitigate the profound consequences it can have. It integrates seamlessly with the Microsoft 365 Outlook email client to scan outgoing emails and attachments for sensitive information. SafeSend reduces the business and compliance risk of unwittingly sending sensitive data out in the wild. The employee is prompted to validate that the recipient's address is the intended one. The solution also ensures that employees attach the correct document and that any sensitive information included should be sent to the recipient.

Moreover, it empowers administrators to customize policies that automatically alert users when they attempt to send sensitive data to unauthorized recipients. Settings can be customized per company, department, role, etc. There's flexibility in how you can configure the add-on to behave. The solution can be customized within hours to meet the needs of all businesses.

By proactively identifying and stopping potential data breaches before they occur, SafeSend protects sensitive information and safeguards your company's reputation, financial stability, and compliance with data protection regulations. It's a comprehensive solution designed to address the multifaceted challenges of accidental data exposure in the modern digital business landscape.

VIPRE SafeSend could be just the complimentary product you are looking for. It helps reinforce the messages given in training to increase security across the board. Our solution addresses this challenge by embedding security awareness into everyday email communication workflows. Before an email is sent, our product provides employees with a notification based on the content of the message and the intended recipients. These real-time suggestions continuously reinforce security best practices, helping employees stay vigilant against data mishandling and email misdelivery.

By integrating security awareness training directly into email communication, SafeSend ensures that employees have the knowledge and tools they need to make informed decisions and reduce the likelihood of sending the wrong email to the wrong recipient.

Key Benefits

SafeSend is a proactive and integrated approach to addressing businesses' multifaceted challenges in the ever-evolving digital landscape.

The solution offers comprehensive benefits to prevent accidental data exposure, protect your company's reputation, ensure compliance with data protection regulations, and deliver long-term financial savings.

Key Benefits

Proactive Data Protection

Proactively identify and prevent accidental data exposure, significantly reducing the risk of sensitive information falling into the wrong hands.

Enhanced Reputation Management

Safeguard your company's reputation and maintain the trust of customers and stakeholders by preventing data leaks and potential data breaches.

Compliance Assurance

Comply with data protection regulations by reducing the risk of data exposure, which can lead to hefty fines and legal consequences.

Cost Savings

Save money that would otherwise be spent on investigations, notifications, remediation, and legal fees.

Continuous Security Awareness

Embed security awareness training directly into email communication, keeping employees vigilant against data security risks on an ongoing basis.

Efficient Workflow Integration

Integrates seamlessly with Microsoft 365 Outlook, ensuring a user-friendly experience.

Customizable Policies

Set policies to automatically alert users when they attempt to send sensitive data to unauthorized recipients, tailoring the solution to specific business needs.

Actionable Tips and Reminders

Help employees make informed decisions and reduce the likelihood of security incidents by giving them real time, context-sensitive suggestions and reminders.

Mitigation of Legal Risks

Minimize the legal risks associated with data exposure, including fines and lawsuits, by proactively preventing data breaches,

Long-Term Cost Reduction

Achieve long-term cost savings and financial stability by addressing the root causes of data exposure and reputational damage.

The Results

The challenges of preventing accidental data exposure and maintaining a high level of security awareness are paramount in today's cybersecurity landscape.

VIPRE SafeSend recognizes these challenges and offers a comprehensive and proactive approach to address them. By preventing data leakage and reinforcing security awareness within the context of email communication, our product empowers businesses to enhance their overall cybersecurity posture and protect their valuable data assets.

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