

# Data Loss Prevention

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Data Loss Prevention solutions are critical in today's business environment. Data leaks, theft or breaches of trade secrets and personal information erode, and in some cases destroy, competitive advantage, customer trust and goodwill. Regulations like Europe's General Data Protection Regulation (GDPR) and USA's HIPAA carry powerful obligations, and in the case of GDPR, fines that could put a company out of business.

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Data Loss Protection tools require your data be classified to a security classification. This means ALL data, not just some. The time and resources required to classify the enterprise's holdings can be unmanageable and a day forward approach would leave files non-compliant to the regulations.

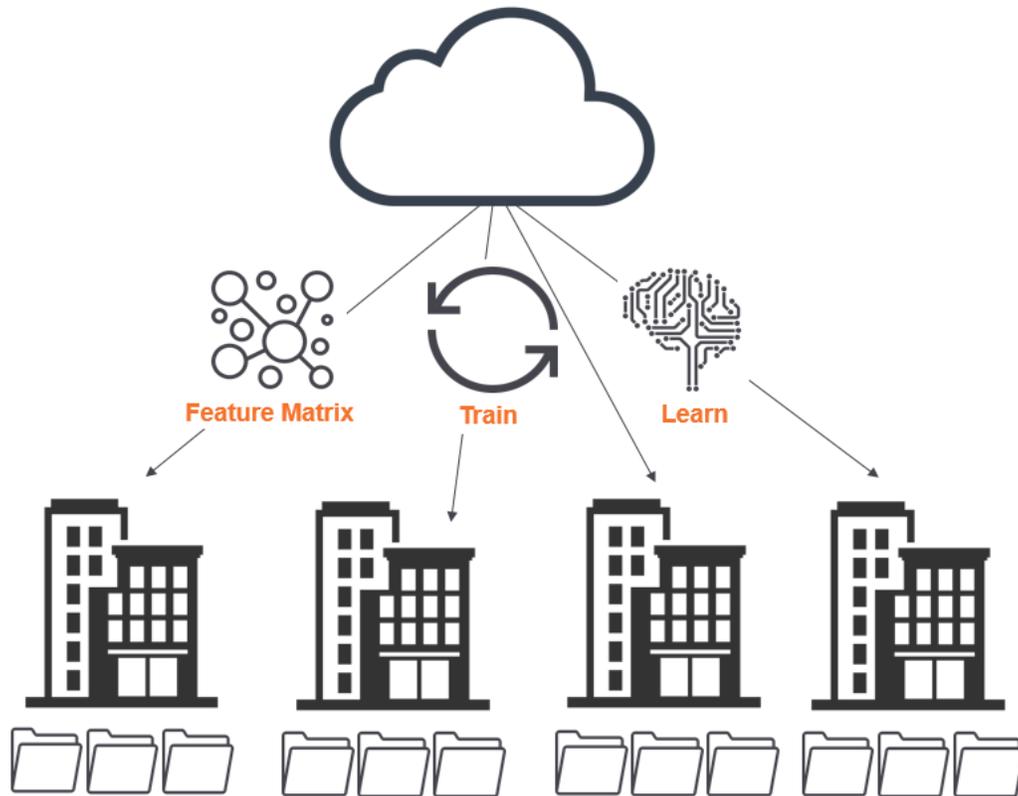


**Automate the classification of ALL files using FileFacets' Enterprise ID. Using Next-Gen Machine Learning technology and AI, FileFacets will identify the document type of every unstructured file in your enterprise. Each document type is profiled in FileFacets with a risk profile and security classification so you will never again need to worry that high-risk, sensitive data is not controlled and secured.**

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## Better Algorithms. More Data.

Use FileFacets' powerful Machine Learning and Artificial Intelligence algorithms to identify Document Types across your enterprise. Run Document Type predictions immediately with FileFacets' cloud-based Prediction Model. Use our Machine Learning technology to refine the model for your specific data sources.



FileFacets securely indexes content where it resides rather than moving it to the cloud for processing. Inside your firewall, FileFacets builds a full-text index of all content in **cloud networks, file shares, Microsoft Exchange, Enterprise Content Management systems, desktops** and **laptops**. Document Features are then identified, hashed and encrypted before being beamed to our Feature Matrix in Microsoft Azure. The Feature Matrix is then used to build a Document Type Prediction Model, specific to each customer.

## *That's Powerful!*