RSA Data Loss Prevention (DLP)

Understand business risk and mitigate it effectively

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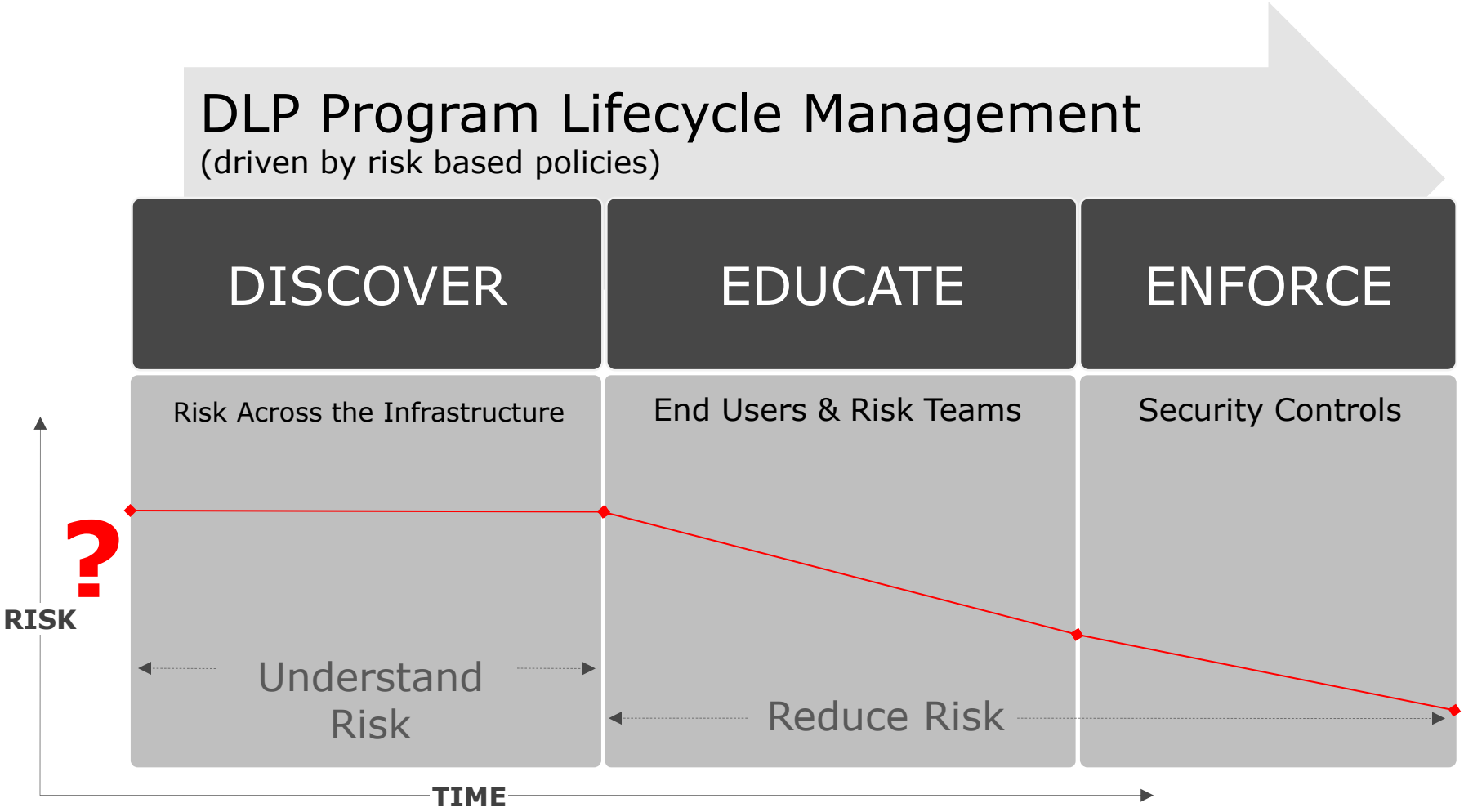
Definition of DLP

"DLP is a ***technology*** *that helped us build a* ***process*** *to protect our* ***people*** *from leaking sensitive data"*

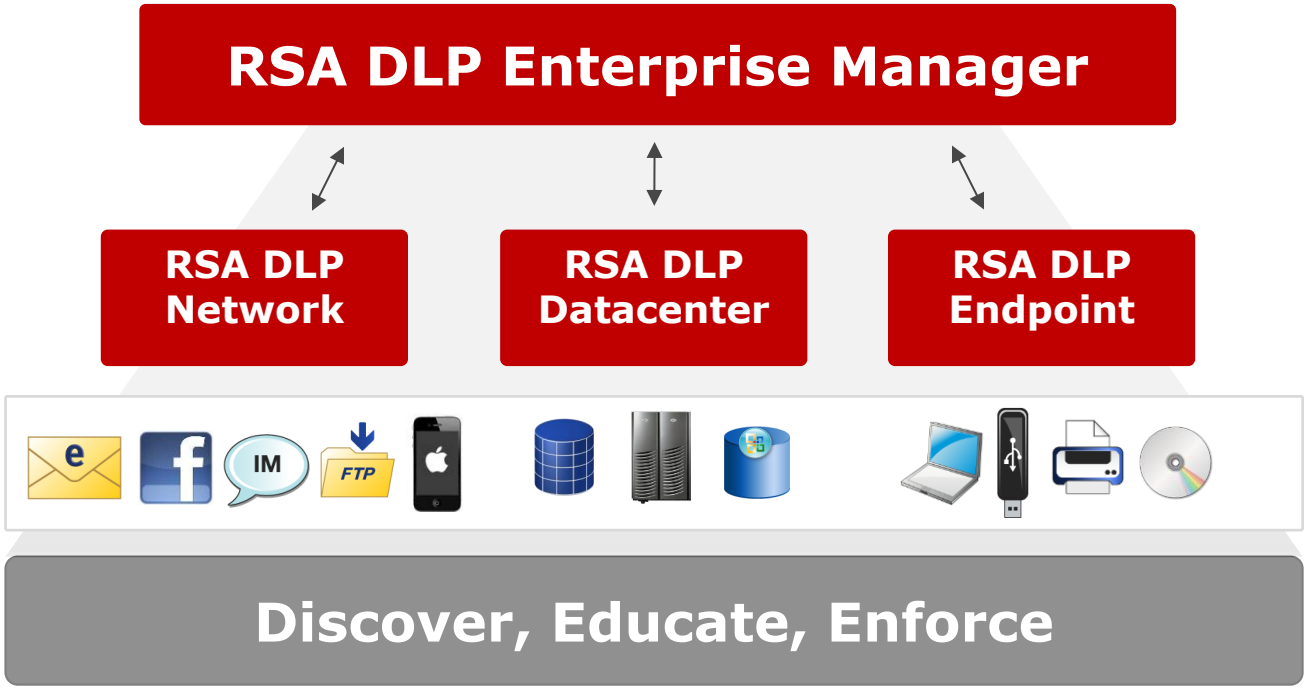
-CISO, Healthcare Company

RSA subscribes to this philosophy and encourages customers to focus on people and process and to take a risk based approach in building DLP projects

Establishing a Risk Based DLP Program



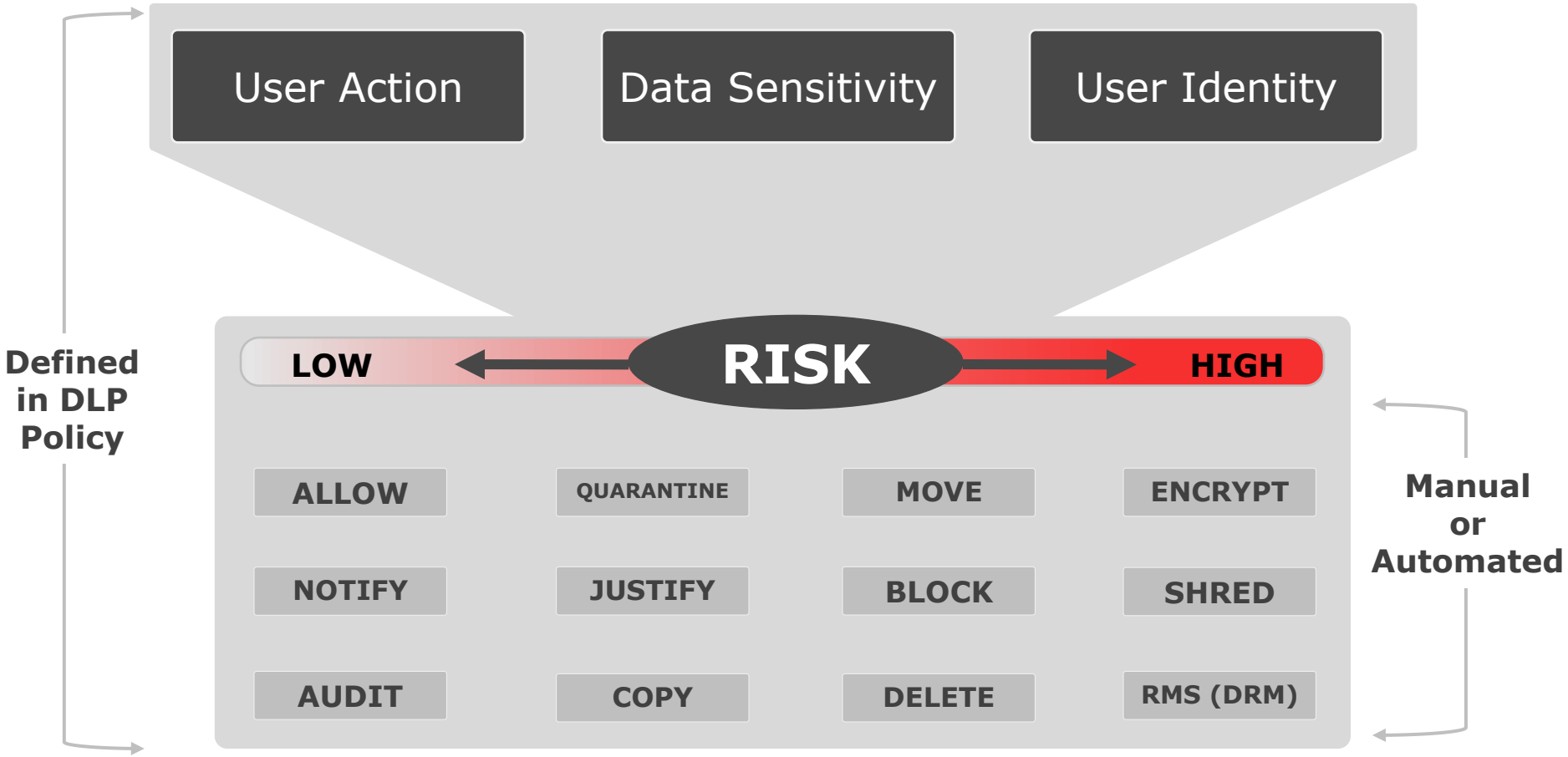
DLP Covers Your Entire Infrastructure



Consistent Classification & Management Across the Board

Risk Based Policy Management

Enforce security controls based on the risk of a violation



RSA Data Loss Prevention

bjameson,

!!!! Important !!!! Please read this message carefully and follow the instructions.

An email (or an attachment) that you have attempted to send outside the company may contain sensitive information.
The RSA DLP system has automatically blocked the email from being sent.

The email possibly violates the following corporate policies:

- PCI-DSS (Payment Card Industry Data Security Standard)
- California AB-1298

Please review the contents of your email and determine if you still want it to be sent or not:

From: Barbara Jameson
To: patrickCaselton@yahoo.com
Attachments:
Subject: requested info

Hi Patrick,
Here is the information that you requested.

Debbie Brown SSN# 555-44-3333
Credit Card #: 41124940022225
Let me know if you need anything else.

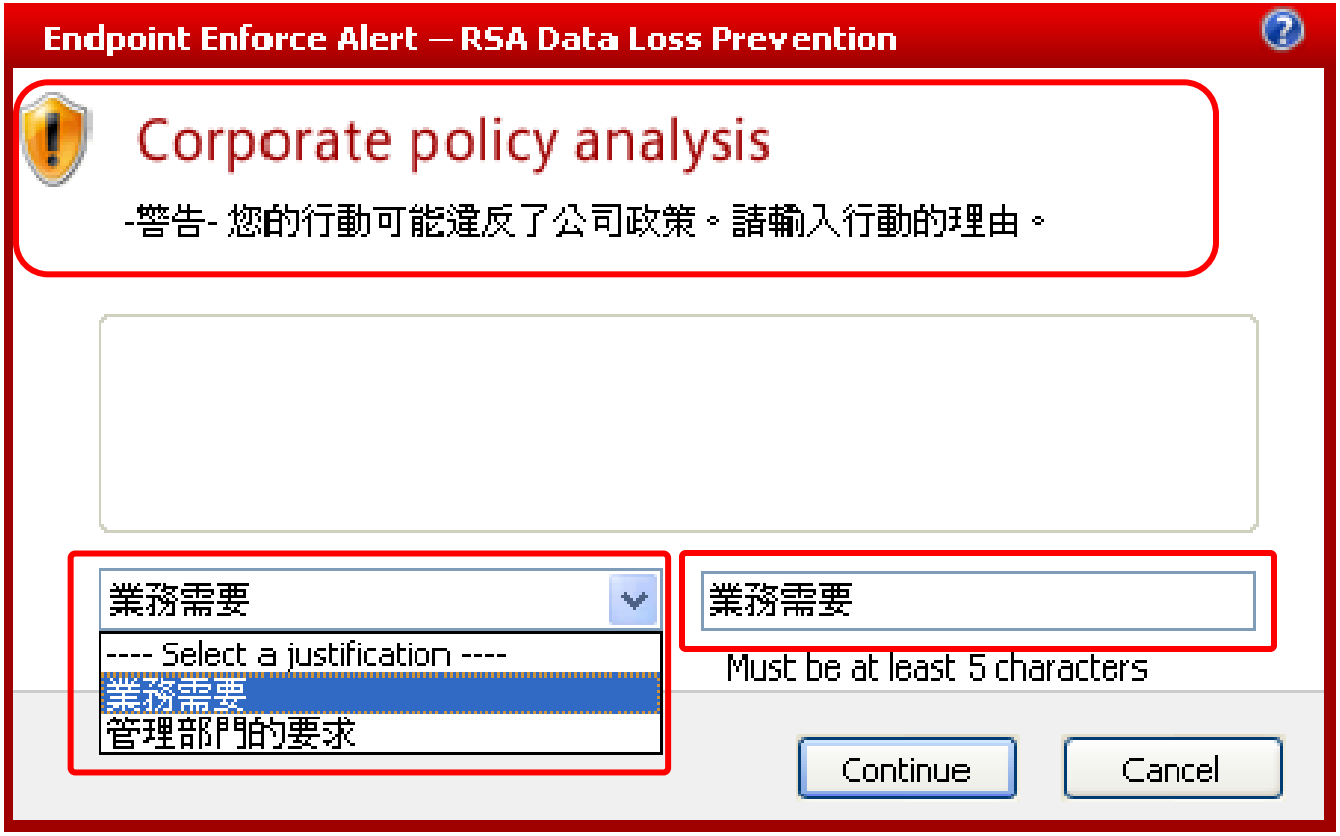
Regards,
Barbara

Please choose one of the following actions:

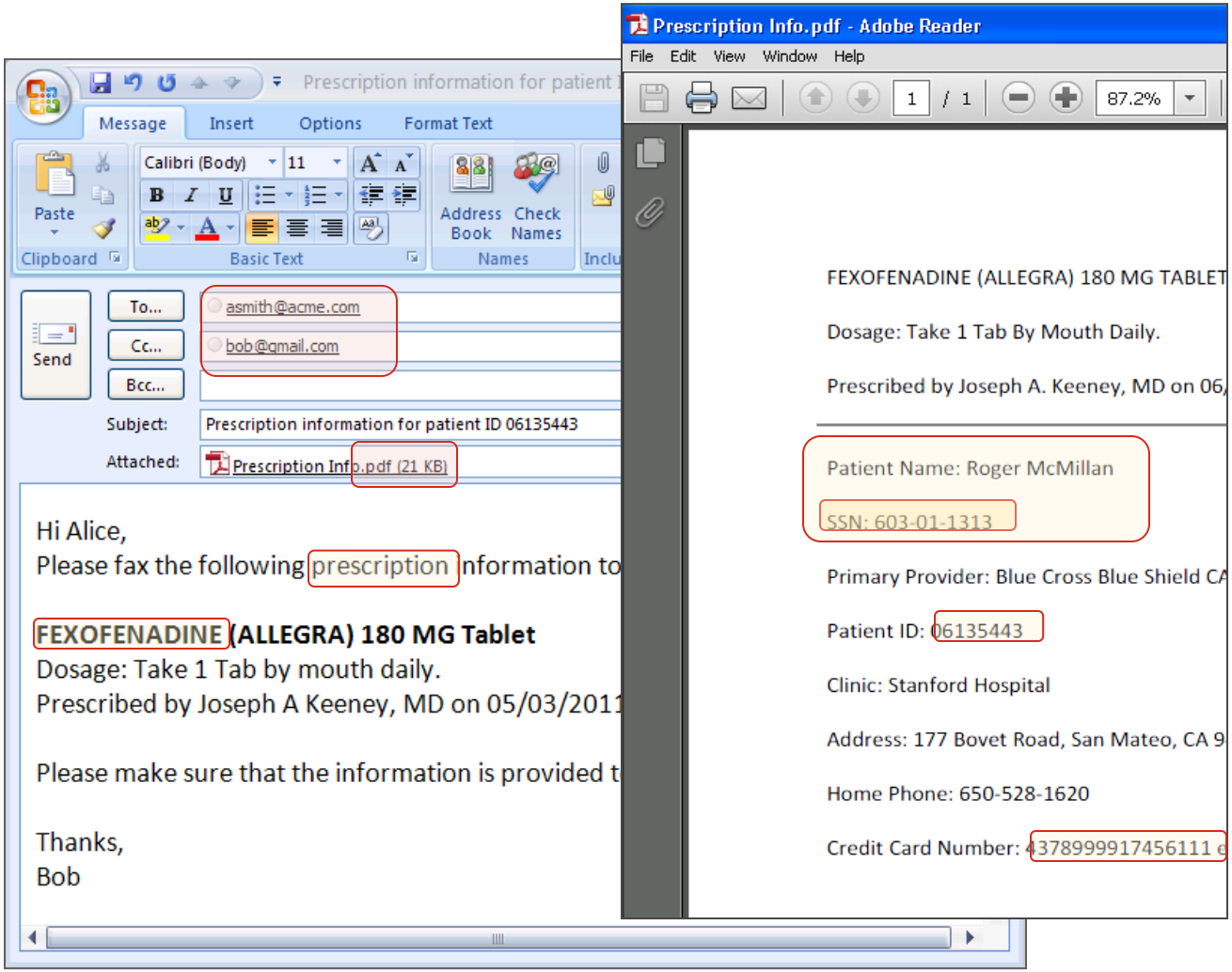
- ✔ Release (the email will be sent)
- ✘ Discard (email will *not* be sent)

If you have any questions please contact: petesmith@acme.com

Done


Endpoint Enforce Alert – RSA Data Loss Prevention
Corporate policy analysis
-警告- 您的行動可能違反了公司政策。請輸入行動的理由。
業務需要
---- Select a justification ----
業務需要
管理部門的要求
業務需要
Must be at least 5 characters
Continue
Cancel

In-Depth Data Analysis Framework



Attributes & Identity Analysis

- Email header data
- Attachment type, size, etc.

Content in Email body & Attachment

- General keywords
- Specialized keywords
- Patterns and strings
- Proximity analysis
- "negative" rules

RSA DLP Policy Library & Methodology

170+ built-in policies you can use

Retail	Healthcare	Telecom/Tech
• PCI DSS	• HIPAA	• CPNI
• MA CMR 201	• Caldicott (UK)	• Source Code
• CA AB 1298	• PIPEDA	• Design Docs

Manufacturing	Financial Serv	Other
• ITAR	• GLBA	• NERC
• Patent Apps	• FCRA	• Global PII
• EAR	• NASD	• 401k & 403b

Knowledge Engineering

Sample Profile of a Knowledge Engineer

Work Exp:	12 years
Certifications:	18 regulations
Languages :	Four
Background:	Linguistics, artificial intelligence, search technologies
Education:	Library sciences, Computer science

Dedicated Knowledge Engineering team develops and maintains DLP policies

RSA DLP for Virtualized Environments

Virtualized Servers

- Run RSA DLP management software on virtual machines
- Deploy RSA DLP Network hardware as virtual appliances
- Leverage virtual servers for RSA DLP grid scanning

Virtualized Desktops

- Use RSA DLP Endpoint agent on virtual desktops
- Both Citrix XenDesktop and VMware View are supported
- Scan "Home Drives" without interfering with the desktop

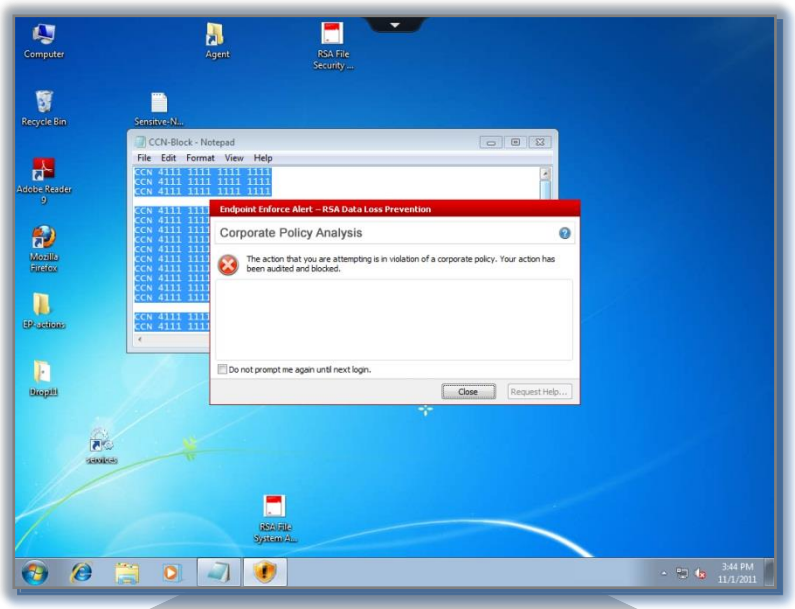
Strategic partnership with major virtualization vendors

DLP for Virtual Desktops & Applications

New Threat Vectors Covered:

1) Copying sensitive data from virtual apps & VDI to physical device

2) Saving files from virtual apps & VDI to physical device



CITRIX®

vmware

Microsoft

Key Benefits:

- No agent on endpoints
- Freedom & flexibility to BYOD

RSA

EMC²

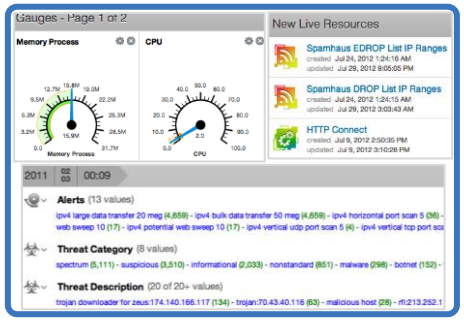
Providing Content-Awareness to GRC and SOC

Proactive information risk management & content-aware security analytics

Risk Officer

Business users

RSA Archer
Information Risk Management



RSA Security Analytics
Content-level Intelligence

Security Analyst

RSA Data Discovery

SharePoint

File Servers

Databases

NAS/SAN

Endpoints

Thank You

The Security Division of EMC