Privitar Data Security Platform

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Today's businesses operate in a data-driven world, and security and privacy of data is essential. Companies outperform competitors by taking advantage of insights that come from data, but success is only sustainable when data is used responsibly.

Privitar's Data Security Platform brings universal, scalable security and privacy automation to the modern data stack. You can share and use your data without compromising on compliance or customer trust.

The Data Security Platform that fuels responsible data use

Organizations that work with sensitive information can only support frictionless, self-service access to data when a broad spectrum of data protections are streamlined in their data operations, leveraging existing infrastructure.

Privitar's Data Security Platform (DSP) fuels responsible data use with regulatory intelligence to inform policy decisions, the ability to enforce security and privacy controls on multiple platforms from a single policy, and collaborative workflows to accelerate self-service access to data. Users ensure data reaches those who need it, when they need it, while managing risks and demonstrating compliance with relevant standards and regulations.

You can use your data to drive efficiency and innovation while navigating data compliance and maintaining customer trust:

- Self-serve access to data

- Release more data under your control

- Give every data consumer access to data

- Protect data without losing its value

- Get more from existing investments

- Reduce the cost of compliance
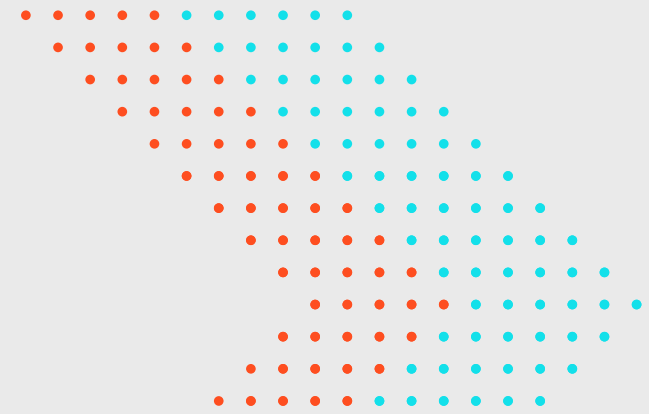
Why it matters

Many companies have embraced digital transformation and want to enable self-service access to data in ways that satisfy the demands of data consumers who need data at the right time. Sources of data are multiplying and the use of reporting, analytics, machine learning, and AI are all increasing. When cybersecurity standards and privacy regulations are added to the mix, the processes to approve data requests and provide data to all end users and applications become complex and inefficient at scale.

Who it serves

Privitar's DSP streamlines the activities of data and analytics stakeholders across your organization: data owners who want to share data assets that accelerate data's use; data guardians who need to ensure data is used legally and ethically; and data consumers who drive innovation with fresh insights when they can access data with urgency and confidence.

Share

Data owners
Share safe and meaningful data to accelerate analytics

Data consumers
Access trusted data to gain new business insights

Access

Protect

Data guardians
Protect shared data to drive responsible use

Owner

Guardian

Consumer

Regulatory
Intelligence

Data
Registration

Self-service
Access

Policy
Management

Policy Enforcement

● Access Controls   ● Transformations   ● Watermarks

Access to data in frictionless self-service experiences

When data owners, guardians, and consumers collaborate effectively, you can meet requests for data access quickly. Privitar's DSP uniquely connects these users in one place for data registration, policy creation, and self-service access to data, all with reduced complexity, friction, and risk.

Each user contributes their input to the decision-making chain: familiarity with data, knowledge of risk and compliance goals, and understanding of business purposes. The platform routes tasks like approving new access requests to the right team members and automates the flow of data when no human interaction is required.

Data owners easily connect, curate, and register data assets to share them on the platform's Data Exchange. They describe data using business terms that help other users understand the assets and make it easy to define policies that ensure the data is used responsibly.

Data guardians use the platform to define, enforce, and maintain policies across complex environments with minimal effort. They can adapt policies for new use cases and leverage Privitar's automated compliance steps to map their policies to requirements in GDPR, CPRA, and many other laws.

Data consumers use the Data Exchange to explore, evaluate, and access data without friction or delay. In one place, they can search for data, immediately understand its availability and usefulness, then request access to new assets while documenting their intended purpose.

Compliance steps that translate to policy

Privitar's unique Data Compliance Navigator (DCN) module matches data and its intended purpose with actionable steps based on applicable regulations. By providing this regulatory intelligence for any given use case, DCN radically simplifies compliance, reducing the time, cost, and risk to provision data for responsible use.

DCN codifies a comprehensive range of laws of regulations so that requirements can be applied to each use of data in an organization. Users describe their intended use of data in a simple interface. DCN instantly compiles a report of risks and actionable compliance steps. These steps easily translate into policies for access control and data transformation. Intuitive case management workflows allow for knowledge to be shared and reused.

Policies that scale with your organization

Policies align data protection with approved business use, risk appetite, regulations, and compliance frameworks like data sovereignty. Privitar's policies use data classes, contextual attributes, and conditional logic to map controls for every use case, even as your organization scales.

Context—including locations, user identity, privileges, and purpose—can be captured from data itself, from metadata, and from settings in other systems. With attributes and conditions managed in rules, Privitar's policies apply the controls appropriate to each use case. They can be revised at any time to keep pace with regulatory and corporate changes.

Privitar's DSP allows for policies to be created in one, central location and enforced across diverse environments. Applying policies close to where data lives, ensures consistency, security, and performance. With policies automating the appropriate controls for your organization, you can provision secure data at speed and scale.

Controls produce data fit for every use case

Privitar's comprehensive range of controls allows users to tailor data protections for every use case and context. They preserve the business value of data while minimizing the risk of exposing identifiable attributes. Fine-grained controls can target rows, columns, or individual cells.

Access controls provide conditional access to data, filtering records in or out based on attributes assigned in the platform or inherited from third-party products. Privitar's policies support attribute- (ABAC), purpose- (PBAC), and role-based (RBAC) access control.

Transformations deploy privacy enhancing technologies (PETs) to make sensitive data safe for use in analytics and machine learning. Privitar's broad array of techniques—including dynamic and static data masking, tokenization, encryption, and generalization, applied in any combination—makes it possible to tune data's resolution for every analysis.

Watermarks, unique to Privitar's DSP, record the provenance of protected data to support audit and compliance efforts, and deter insider threats. You can determine the origin and authorized use for every dataset. Logs and metadata from the platform can also be exposed to third-party data governance and audit tools.
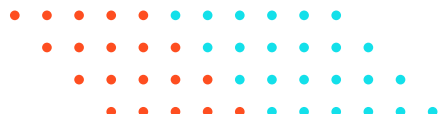
Architecture with the flexibility for your environment

Privitar builds for performance and scale so users can promote responsible data use across their organization far into the future. Policy definition and policy enforcement are separated so that a single control plane distributes security and privacy controls to multiple data platforms and target environments.

Privitar's DSP supports a wide range of provisioning patterns. You can query sources directly using SQL, with policies applied dynamically in the query path, or provision datasets for user groups, with policies applied in high-volume batch, streaming, or on demand data pipelines. Policy enforcement makes the most of data processing platforms that are already in place to ensure security and privacy are never an obstacle to scale.

Architectural flexibility includes the options to deploy on-premise or in single, multi, and hybrid cloud configurations. Users can leverage the platform through an intuitive UI, and equally any one of its functions can be made available through comprehensive open APIs.

Solution at a glance

Privitar's Data Security Platform provides a universal control layer to drive automated security and privacy across the modern data stack at scale. Policy-driven controls underpin real-time data provisioning and self-service access to data for all users and applications. Collaborative workflows accelerate data registration, policy creation, and data access.

Users can:

• Streamline data sharing processes

• Easily package, curate, and register new assets

• Make data available without compromising compliance

• Define, enforce, and maintain policies with minimal effort

• Provision data that users trust is safe and meaningful

• Explore, evaluate, and access data without friction or delay
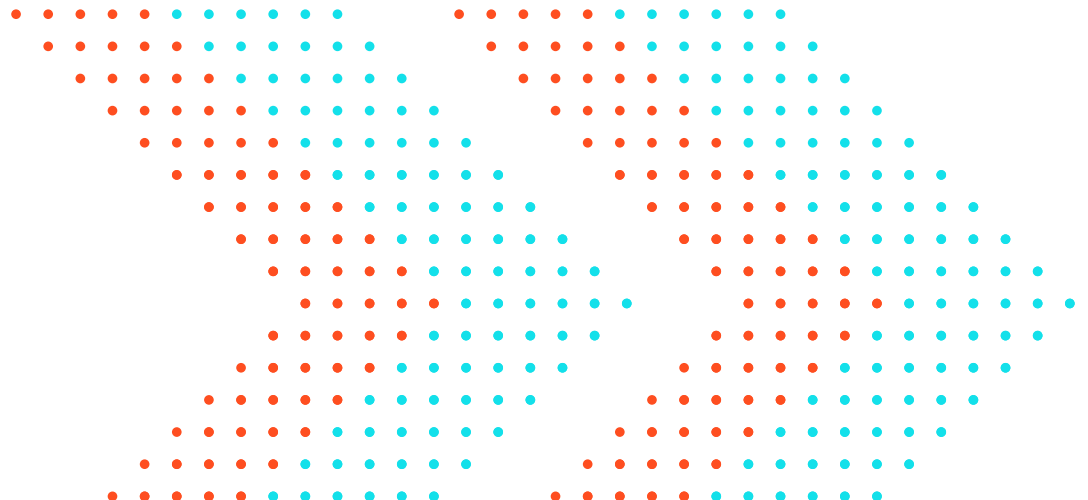
About Privitar

Privitar provides a policy-based data security and privacy solution for all data acess. We help companies get the greatest possible value from sensitive data, without compromising on regulatory compliance or customer trust. Our Data Security Platform provides self-service access to data by incorporating protections within operations and automating workflows across all key stakeholders.

For more information, visit www.privitar.com.

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