

## BUSINESS RISK

# DATA LOSS

**94%** of companies that experience a severe data loss never recover<sup>1</sup>

### Challenge

Data is often an organization's biggest asset yet also its biggest liability. Access to critical data is necessary to run the business and precautions must be put in place to keep it safe. Data loss prevention, disaster recovery, and data governance solutions are being used to mitigate risks, however, incidents like accidental data leakage still rank in the top three causes of a breach. Data privacy and compliance mandates compound the challenge, requiring employees to adhere to new policies at the risk of punitive fines to an organization if violated.

### Solution

Living Security's Unify, Human Risk Management solution, enables security leaders to decrease their organizational risk by quantifying, responding to, and measuring human initiated risk by effectively changing behaviors.

#### Capabilities:

- Understand your riskiest individuals by considering those with privileged access, access to sensitive data, and employees with larger attack surfaces.
- Share digestible and actionable risk metrics with other business leaders.
- Analyze data security hygiene across your workforce.
- Identify which data access behaviors lead to increased probability of data leakage or loss
- Take action to remediate behavior in a single platform.

### Outcome

As a result of tracking and surfacing these insights, your organization will see a **drop in the number of individuals likely to be at high risk of accidental data leakage, negligent data loss, and an increase in vigilant behavior.**

**Actionable insights improve cyber culture and reduce human risk including the ability to:**

- Prevent data loss and leakage before it turns into an incident.
- Prove ROI of Data Loss Prevention solutions and security awareness programs

### Integrations

Connect the following technologies with Unify to understand, track, and reduce the occurrence of data security events.



Data Loss Prevention



LMS / Training



Breach Data

[View available integrations](#)

### Insights Uncovered

Surface insights to drive change in your organization and reduce the likelihood of data loss and leakage, including:

- Bulk data movement
- PII data leakage events
- High-risk identity profiling
- Data security proficiency

<sup>1</sup>[www.dpconline.org](http://www.dpconline.org)

## Data Loss & Data Leakage

### Objectives

- Highlight users who exhibit the highest risk
- Analyze the data security practices of users
- Understand which behaviors are misaligned with data security policies
- Act on insights to reduce risk of data loss, leakage, and theft

- Reduce probability of data security incidents
- Improve data privacy compliance
- Increase organizational adherence to data security policies
- Identify and remediate risky data access activity

### Behavior Change

- Usage of Data Loss Prevention solutions
- Utilizing data backup & recovery solutions
- Containing protected data in approved stores
- Communicating accidental data leakage

### Insights

- Bulk data movement
- PII data leakage events
- High-risk identity profiling
- Data security proficiency

### Integrations

- **Data Loss Prevention**  
(e.g. Trellix, Digital Guardian)
- **LMS/Training**  
(e.g. Living Security, KnowBe4)
- **Breach Data**  
(e.g. Spycloud)

## LEARN HOW TO MEASURABLY REDUCE CYBERSECURITY RISK

**Get Started! See Unify in Action**



### About Living Security

Living Security's mission is to transform human risk to drive dramatic improvement in human behaviors, organizational security culture, and infosec program effectiveness. With our Human Risk Management platform, Living Security engages each employee with innovative and relevant context and content, while simultaneously providing the ability for leadership to identify, report on and directly mitigate the risk brought on by human behavior. Living Security is trusted by security-minded organizations like MasterCard, Verizon, MassMutual, Biogen, AmerisourceBergen, Hewlett Packard, and Target.

