

Responding To A Crisis Before It Occurs



Computer security incidents at educational institutions are on the rise. The statistics for data breaches at educational institutions is alarming. Education related organizations have reported more than 12.4 million records have been compromised, which is disproportionately high compared to all other U.S. enterprises that have reported data exposures. Institutions must address numerous federal, state and local legislation including The Family Educational Rights and Privacy Act (FERPA), Gramm-Leach-Bliley Act (GLBA), Payment Card Industry Standards (PCI), and the Health Insurance Portability and Accountability Act (HIPAA). Although negative media impacts the organization the real impact is the potential costs associated with data exposures.

Educational institutions are faced with enormous challenges to identify data that needs protection and where that data resides within the infrastructure.

Privacy data needs to be managed, protected, and processed differently. With information residing in diverse repositories, individual computers, email systems, scanned content, forms, and fax systems, can an organization guarantee that they do not have potential privacy exposures? **PII discovery** addresses information assurance and risk management challenges regarding privacy information. The solution delivers the ability to identify organizational unique privacy information regardless of where it resides. Once identified, this information can be automatically routed to secure locations for proper administration. It's not about what you know exists, it's about what you don't know exists.

With privacy issues, there is no compromise.

The Facts

- ⇒ The number of security breaches at colleges and universities increased over 67% since 2006
- ⇒ Nearly 1/3 (31%) of all data breach incidents occur in the Education Sector
- ⇒ 79% of those are attributed to higher education
- ⇒ Education related organizations reported more than 12.4 million records have been compromised
- ⇒ Average cost of a data breach was \$6.3 million and ranges from \$225K to \$35 million
- ⇒ The average cost per exposed record is \$197 and ranges from \$90 - \$305 per record
- ⇒ Only 35% of all breaches involved the loss or theft of a computer or device
- ⇒ Overall 70% of all breaches were due to a mistake or malicious intent by an organization's own staff



The Issues

Managing risk as well as protecting the confidentiality of information assets is an on-going iterative process. It goes far beyond the responsible maintenance of privacy data but must also address the identification of unknown privacy exposures for the appropriate management of data assets. The challenges facing educational institutions include:

- ⇒ Lack of tools to identify all possible privacy data exposures at the time of content creation and modification
- ⇒ Appliances such as a firewall and rigorous authentication do not address the issues when data is distributed across multiple repositories
- ⇒ Compliance to multiple federal, state, and local legislation (FERPA, GLBA, HIPAA) is challenging
- ⇒ Lack of 'data stewardship' by personnel and awareness education
- ⇒ No standard process that addresses all aspects of data privacy that are unique to the institution
- ⇒ Inability to automatically identify PII and exposure risks in real time
- ⇒ Inability to ensure protected data assets are subject to portability and security controls

Solutions Solutions



The Solution

PII discovery is a unique solution that helps organization's manage the risk associated with enterprise content residing in diverse repositories.

The innovative technology identifies content through advanced meta-tagging and automatic classification features. As content is created or ingested, PII is automatically identified and classified to a folder for security and review procedures.

PII discovery enables the organization to define PII according to their specific requirements and needs. Types of PII can include social security numbers, credit card numbers, date of birth, bank account numbers, passports, drivers licenses, or any unique organizational descriptors. Features include:

- ⇒ Automatic metadata tagging and classification of PII based upon its presence within content
- ⇒ Once tagged and classified the content can be managed in accordance with regulatory or government guidelines
- ⇒ PII from diverse repositories including:
 - ◆ eMail servers
 - ◆ Fax servers
 - ◆ Forms and scanned documents
 - ◆ Microsoft Office Applications
 - ◆ Websites
 - ◆ Servers and PC's
- ⇒ PII is automatically aggregated into a central location for review and disposition
- ⇒ Standard process that addresses all aspects of data privacy that are unique to the organization



The Benefits

PII discovery provides educational institutions with the ability to continually and consistently identify unknown privacy data exposures automatically. Based on organizational procedures the PII is segregated from public access for appropriate management and disposition. Benefits to the organization include:

- ⇒ Automatic identification of PII mitigates risks associated with PII exposure
- ⇒ Standardizes and improves organizational processes associated with the identification and segregation of PII
- ⇒ Reduces organizational costs and effort in protecting and identifying PII
- ⇒ Reduces costs and risk exposure through automatic identification of PII from disparate content repositories
- ⇒ Eliminates risk associated with end user non-compliance issues
- ⇒ Reduces the portability and transmissibility of protected data assets

About Concept Searching

Concept Searching's suite of products deliver concept based search, automatic semantic metadata generation, automatic classification and taxonomy management. All technologies are fully SOA compliant and delivered as web parts and are easily deployed and managed. Based on Concept Searching's unique compound term processing, content is classified based on the conceptual meaning contained in the content enabling the retrieval of information using related concepts, compound terms, and multi-word fragments.

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