



Working towards compliance with the California Consumer Privacy Act (AB 375)

Advanced data security and risk management for preparing for the California Consumer Privacy Act (AB 375).

The California Consumer Privacy Act 2018 (AB 375) focuses on providing Californian consumers with control over their personal data. When it takes effect in January 2020, it is anticipated to be the strictest data privacy law in the United States.

Building on a decade's experience working with Government, healthcare, defense and private sector organizations with complex compliance challenges, Egress supports millions of users globally as they interact with sensitive content every day. The Egress platform is a data privacy and risk management solution that helps organizations comply with privacy regulations by proactively preventing accidental and malicious data sharing activity, and ensuring sensitive data is processed securely.

How can Egress help?

With its intelligent, people-centric approach to data security and compliance, the Egress platform helps organizations secure data, manage risk and audit email usage so they can:

- Easily fulfil personal data search requests
- Pinpoint customer data within emails and delete it
- Rapidly discover sensitive PII data within email systems
- Automatically classify and label sensitive email data
- Prevent email mis-delivery and alert users to potential mis-addressed emails to proactively prevent data breaches before they happen
- Secure emails when sharing sensitive information internally and externally, utilizing automated, policy-based encryption
- Provide detailed reports to prove that sensitive data is being protected as it is shared and stored
- Detect data breaches in real time, including built-in reporting for notifying authorities
- Integrate with Microsoft Office 365 and Google G Suite, as well as other hosted, on-premise and hybrid deployments

Egress customer success: International private healthcare provider

Situation

- ✓ Under regulatory pressure for data protection and needed to demonstrate compliance with GDPR
- ✓ Needed to analyse cleartext and encrypted content

Solution

- ✓ Email encryption for sensitive data shared internally and externally
- ✓ Cloud solution for storage and search of all email content and shared data, with usage auditing
- ✓ Intelligent reporting for statistics on shared content, including PII data within encrypted documents

Results

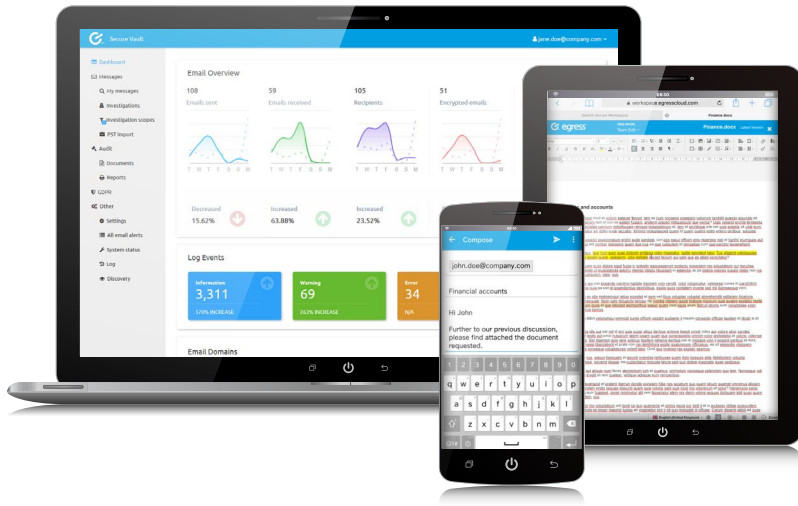
- ✓ Can perform discovery across sensitive data to ensure encryption is applied when shared via email
- ✓ Able to continuously monitor and prove compliance with GDPR
- ✓ Assurance for patients that medical data is protected



California Consumer Privacy Act (AB 375): what you need to know

Who does AB 375 apply to?

- The law applies to for-profit businesses that do business in California and either:
 - Have annual gross revenue of \$25m or more;
 - Collects, sells or shares for commercial purposes the personal information of at least 50,000 consumers, households or devices; or
 - Derives at least 50% of its annual revenues from selling consumers' personal information.
- The law also applies to affiliated, co-branded entities of businesses that meet the above criteria, even if the affiliate doesn't do business in California.



AB 375 provisions include:

- The right to know what personal data has been collected
- The right to opt out of the sale of your personal data
- The right to have your personal data deleted
- The right to know which categories of data are collected, prior to its collection, and be informed of any changes to this collection
- The right to know the category of any third party with whom your personal data is being shared
- The right to know the categories of sources of information from whom your data was acquired
- The right to know the business or commercial purpose of collecting your information
- The right to take legal action when an organization breaches personal data

Egress platform features

- ✓ End-to-end encryption of messages
- ✓ User engagement through machine learning
- ✓ Helpdesk support for external recipients
- ✓ Real-time message auditing for users and administrators
- ✓ Instant revocation of messages by users and administrators
- ✓ Fine-grained data analytics for compliance
- ✓ Use alongside existing third-party DLP solutions
- ✓ Discovery and search of encrypted messages
- ✓ Ad-hoc and secure file collaboration
- ✓ Data residency and security certifications

Supported environments and infrastructure

- ✓ Office 365, G Suite, Exchange (inc. legacy versions) and OWA
- ✓ Alongside third party AV / AS tools with conditional routing properties
- ✓ Cloud
- ✓ On-premise
- ✓ Hybrid (data on-site, keys hosted, vice versa)
- ✓ On-premise data storage for indefinite hold (historic auditing requirements)
- ✓ Flexible migration pathways for easy future upgrade

About Egress Software Technologies Inc

Egress helps protect unstructured data to meet compliance requirements and drive business productivity. The company's AI-powered platform enables users to control and secure the data they share.



info@egress.com

1-800-732-0746

@EgressSoftware

www.egress.com

