Simplify Data Security with Smart Labeling

Smart Data Labeling and Tagging

Effective data protection enforcement depends on understanding what data needs to be protected - especially as mandates like the EU GDPR and pending California Consumer Privacy Act add privacy protection requirements. Through smart labeling that leverages machine learning for discovery and classification and identity correlation for privacy understanding, BigID enables smarter, more accurate and automated policy enforcement actions. Customers can optimize their existing enforcement investments to take smarter policy actions and address new privacy requirements through a tightly orchestrated model.

ML Driven Classification

File labeling and tagging is most valuable when it is the output of comprehensive and highly accurate classification. BigID is designed to discover all personal data through correlation and machine learning heuristics, generate insights into new data attributes that have no classification assigned and address the fundamental requirements for personal data protection – including data residency and indexing by data subjects. In contrast to approaches that rely on metadata analysis or Regular Expression pattern matching only, BigID understands the relationship between data values in context to achieve higher accuracy. Enforcement tools can act on on granular insights across the data estate based on BigID smart file labeling, and extend to privacy protection use cases through data subject insights.

Automated vs Manual Tagging

User engagement can be an effective tool for broad categorization at the point of content creation. But, file labeling and data object tagging needs to scale efficiently, especially as the volume of unstructured data continues to proliferate, and privacy compliance and protection considerations loom large. BigID automatically applies file labels and data value tags as new data sources and attributes are added to the system inventory, and then propagates them to third party policy management frameworks like Azure Information Protection. Also, BigID supports interaction with the system's correlation and classification model - in contrast to a 'black box' model - to ensure that accuracy and tagging automation go hand in hand.
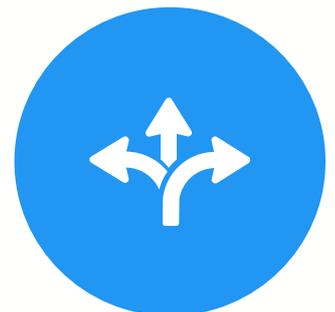
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Azure Information Protection Support

Through direct support of the Microsoft Azure Information Protection (AIP) labeling framework and integration of BigID findings for policy orchestration, BigID enables customers to extend AIP policy management to new privacy protection use cases, and apply consistent policies across their data estate - cloud, on-prem as well as hybrid. BigID provides advanced data discovery and inventory of personal data by residency, data type, risk or data subject across Microsoft Azure, Microsoft Office 365, Elastic pools and on-premises email and data stores. BigID's integration and findings propagation enables AIP customers to use GDPR labels and sub-labels in the policy console based on privacy parameters like data subject, residency and data risk - and gain visibility into personal data stored on-premise and in the cloud.

Smarter Security Enforcement

Enterprises have long invested in data protection tools, such as information rights management, that are dependent on specific - not impressionistic - data knowledge input. BigID delivers personal data, residency and data risk insights through policy-defined labels and tags that can be easily consumed for actionable intelligence and automated enforcement. Discovery and indexing findings on data residency, personal information attributes, and data risk are easily integrated through the labeling and tagging framework, with APIs supported to enable policy orchestration and granular enforcement actions by file or data object.

How BigID Can Help

BigID is redefining personal data protection and privacy in the enterprise. Organizations are facing record breaches of personal information and proliferating global privacy regulations, with fines reaching 4% of annual revenue.
BigID gives enterprises software to automate the security and management of structured and unstructured PI across datacenters and cloud. Using BigID, enterprises can better steward their most vital assets: their customer, employee and client data.
For more information, email info@bigid.com or schedule a demo at bigid.com/demo