

# DATA SAFEGUARD

MEMBER OF



## AI POWERED PRIVACY MANAGEMENT



- Solving Data Privacy & Synthetic Fraud global challenges
  - **Eliminating** regulatory fines, **preventing** fraud losses
  - **Protecting** PII data at source, **building** consumer confidence

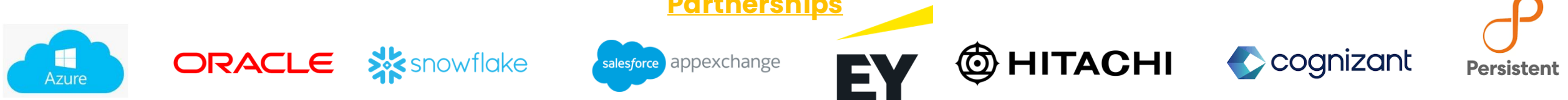
## Awards, Nominations, and Acknowledgements

### Most Innovative Data Privacy and Compliance Solutions Provider 2023 – USA

**Microsoft** – “We’re happy to welcome Data Safeguard’s ID-REDACT® solution to the growing Azure Marketplace ecosystem.”

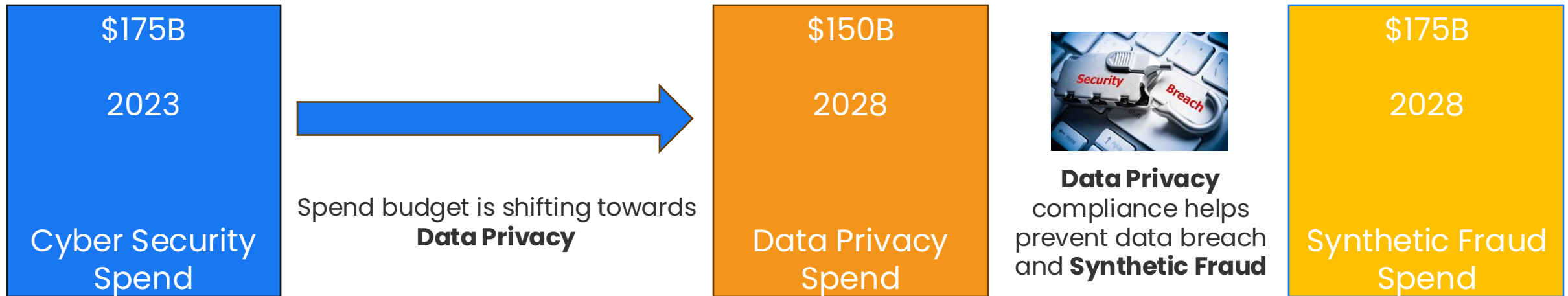


## Partnerships



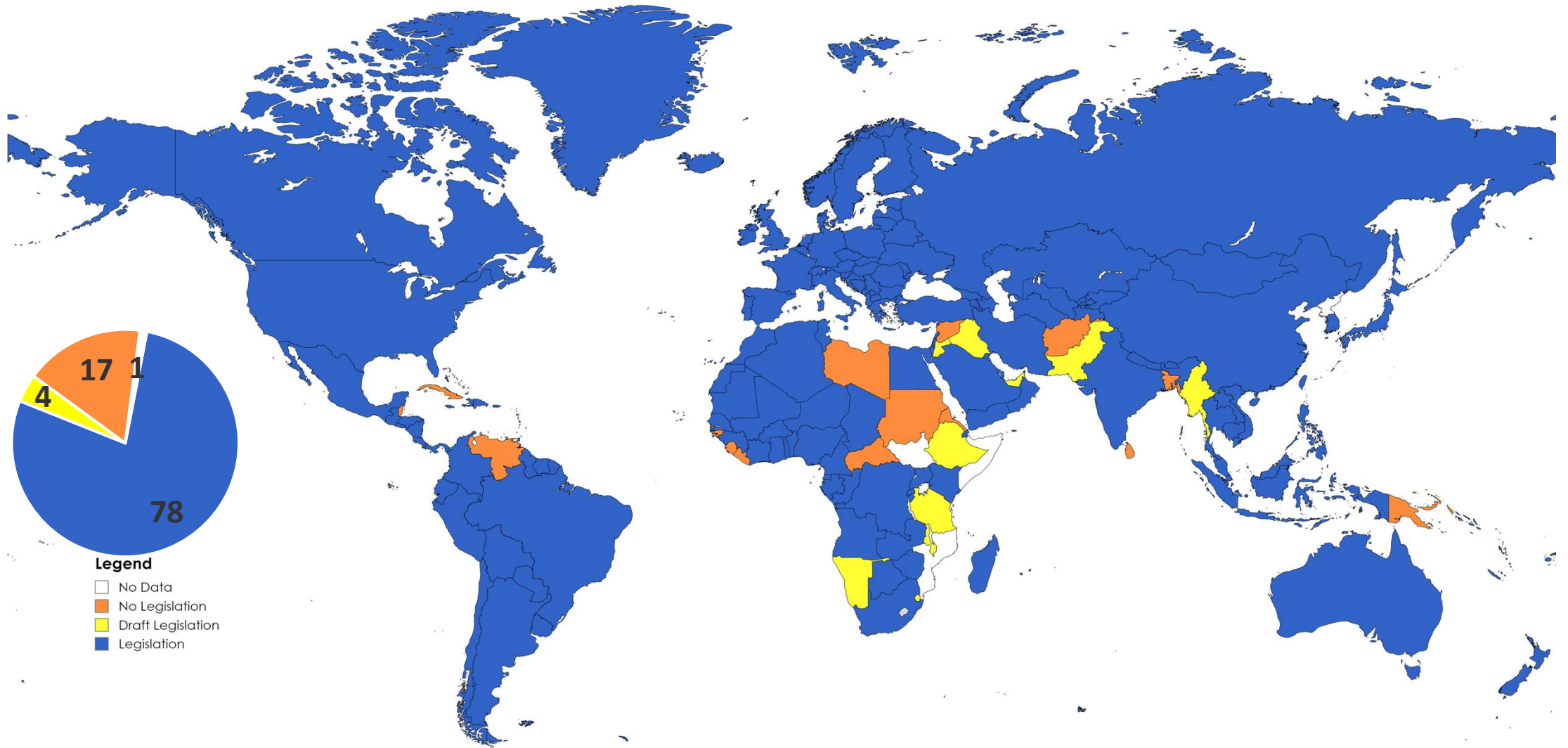
# EVOLUTION ~ DATA PRIVACY & SYNTHETIC FRAUD

- ❖ 20 years ago, **Data Privacy** and **Cyber Security** became relevant
  - Enterprises invested in Cyber Security solutions.
- ❖ Covid turbocharged data digitization
  - Hackers are breaching **PII and PHI** data easily.
- ❖ Data digitization created the impetus for **Synthetic Fraud**
  - Hackers are creating Frankenstein Identities to inflict fraud losses.



Gartner, Forbes, Forrester, Reuters, IDC, MarketsandMarkets

# WORLD WIDE DATA PRIVACY LEGISLATION



## ~80% of People Globally Covered by Data Privacy Regulation

**92%**

People are concerned  
about Privacy

**>44%**

PII/PHI data exposed

**>60%**

Believe companies  
collect & misuse data

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## 68% of Companies Don't Have a Privacy Officer

**35B Records**

Exposed in 1H 2024

**880% Increase**

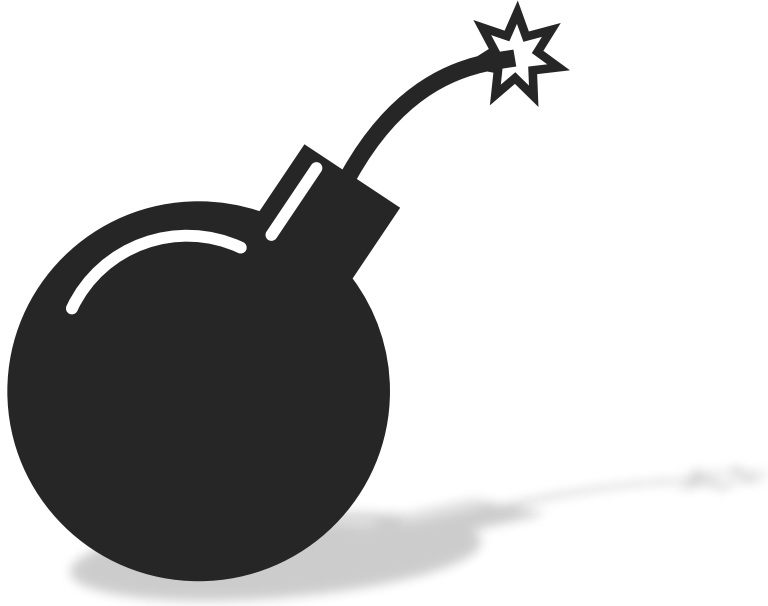
Average GDPR Fines since 2019

**>48%**

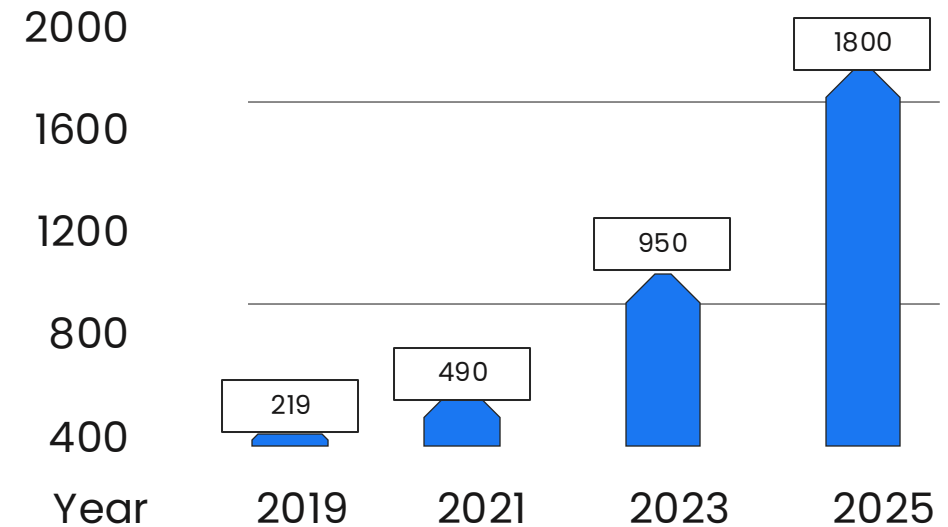
Avoid companies with weak privacy  
practices

**\$2.70 Return for Each \$1 Spent on Privacy**

# TICKING TIME BOMB – WAITING TO EXPLODE



PII Data Elements  
Per person  
increasing YOY



It's a *matter of when*, not if, data would get breached.

Where will you be when the bomb goes off?  
It is time to **Safeguard** your PII data

In 2023, there were 694 known data breaches costing an average of \$ 9.5M per breach to identify/contain and remediate.

## Data Privacy Fines

**\$10B** (2021) ~ **\$25B** (2023)

**300+** companies fined ~ **30+** countries

Salesforce + Oracle - \$10B

Facebook - \$5B

Didi - \$1.2B

Amazon - \$888M

Enterprises are not able to protect customer's **PII and PHI** data and meet **data privacy compliance**.

## Synthetic Fraud Losses

**\$1TR** - (2021) - **\$3TR** (2023)

**500+** global Synthetic Fraud KNOWN loss incidents:

PPP/SBA - \$232B

CA UI/EDD - \$239B

Financial Institutions - \$170B

Wire/Payment/Credit Card - \$56B

Fastest growing **financial crime**, using **Frankenstein identities**, inflicting significant financial losses

**It's time to turn Data Protection inside out and safeguard your PII/PHI data**

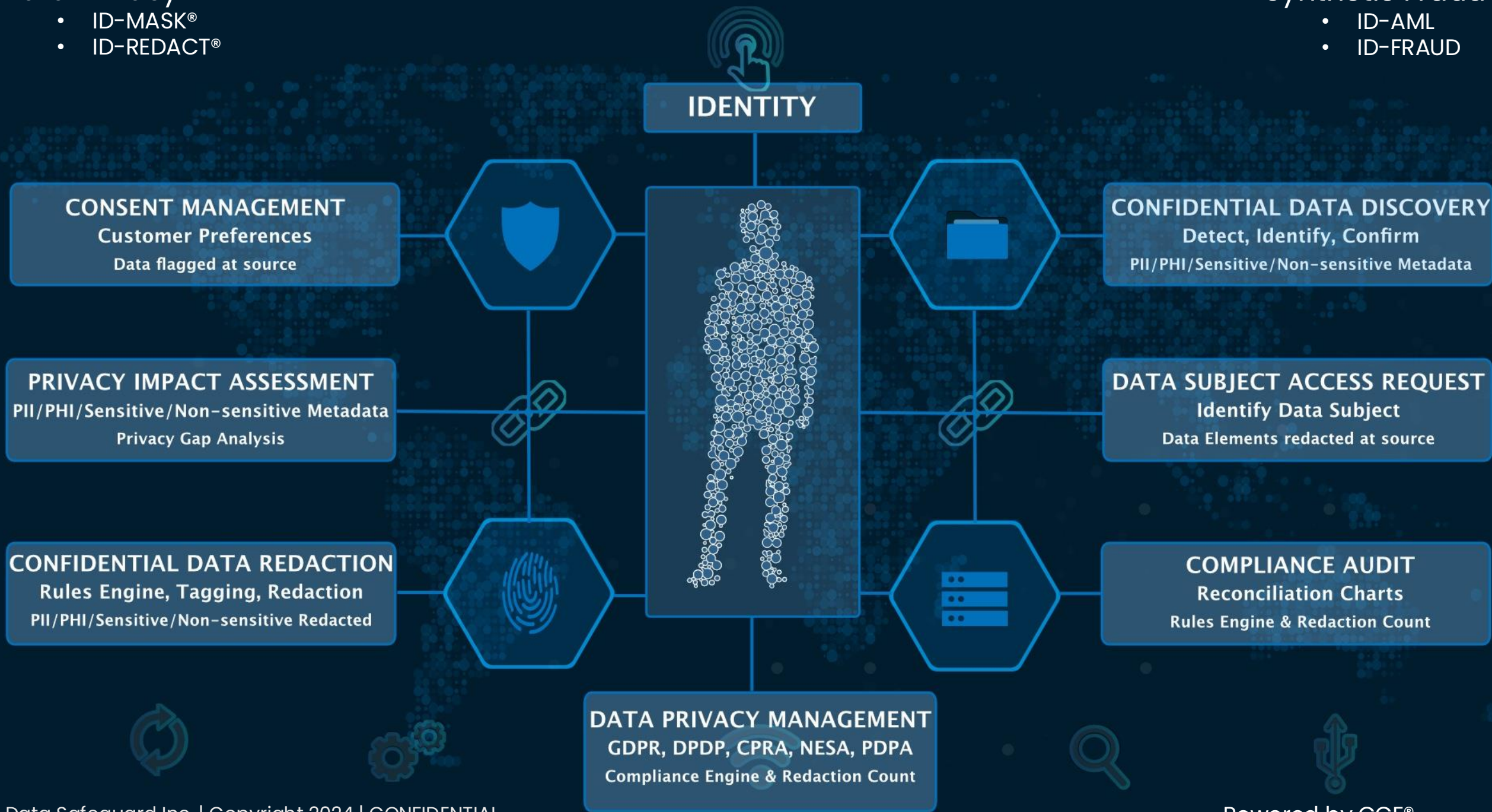


# Data Privacy

- ID-MASK®
- ID-REDACT®

# Synthetic Fraud

- ID-AML
- ID-FRAUD

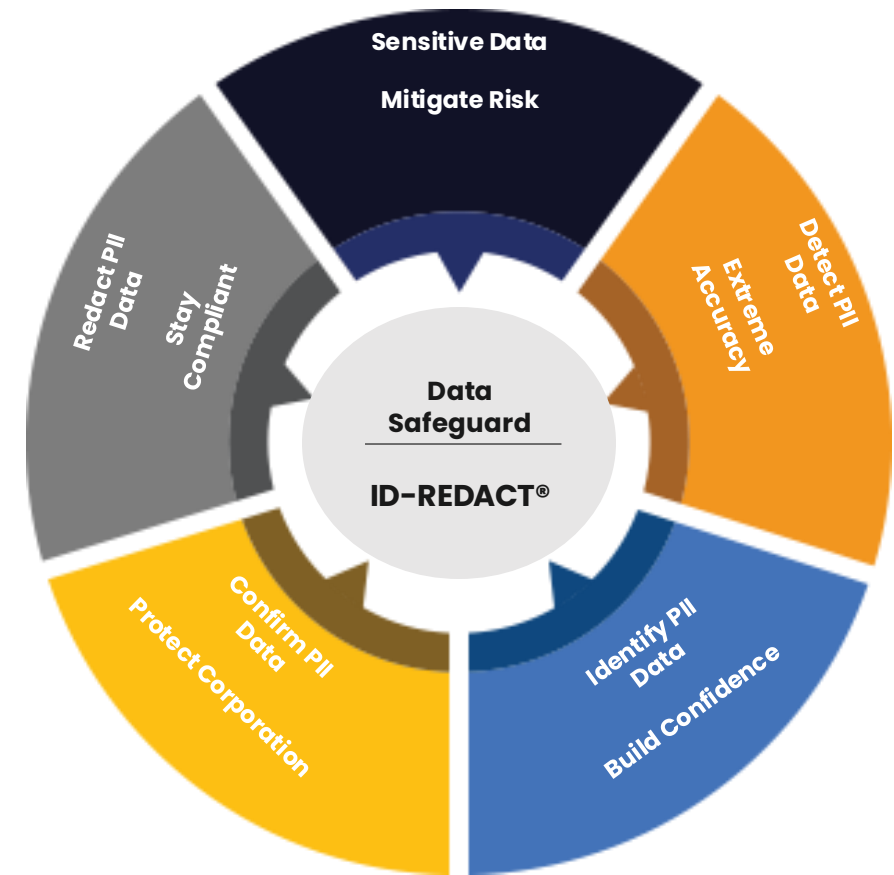


## ID-REDACT®



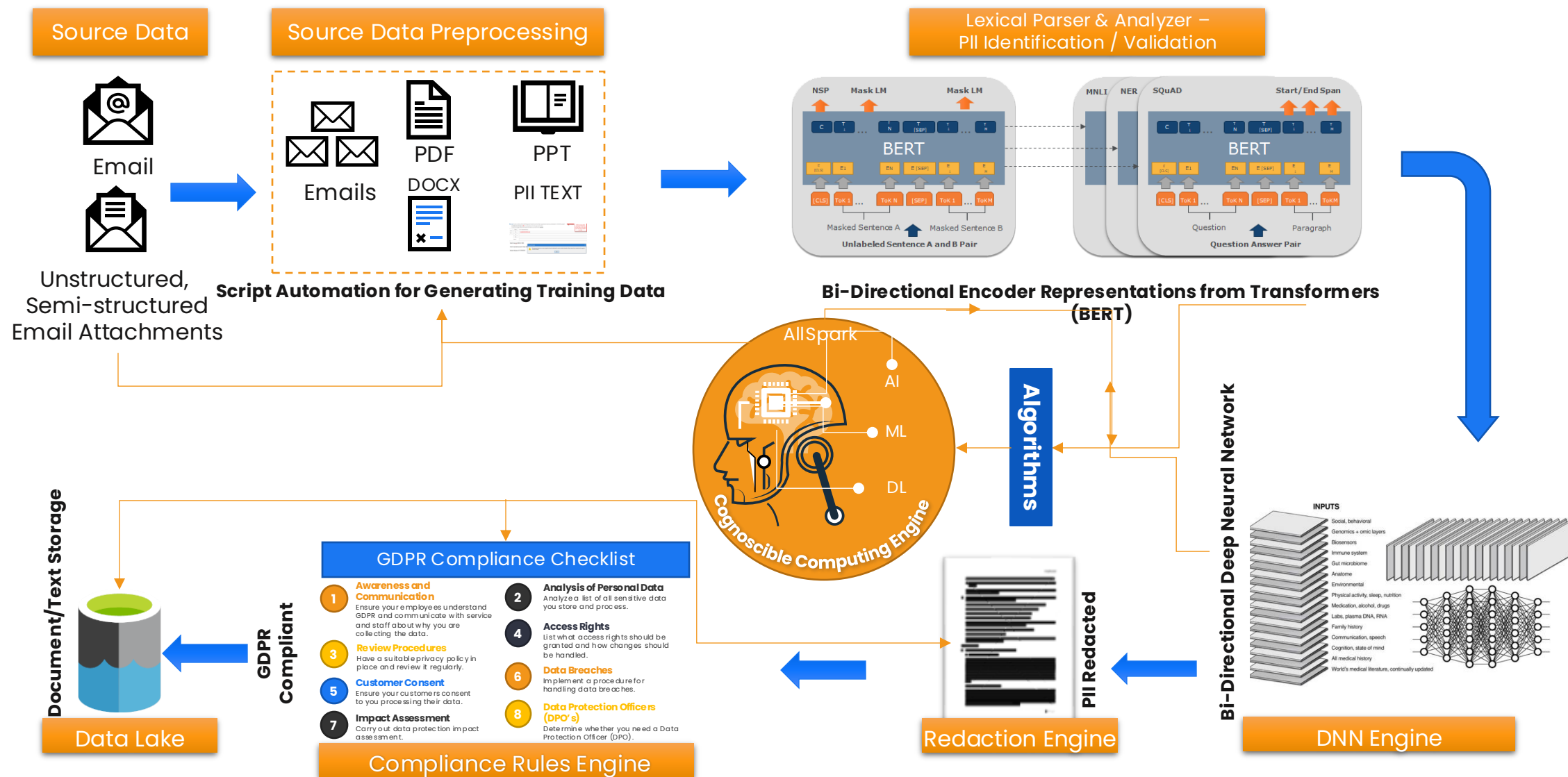
Cognitively redacts PII and PHI data in complex data ecosystem. Serves as a first line of defense for data protection.

- ❖ Advanced AI models automatically **Detect, Identify, Confirm, Tag and Redact** PII data with 99.54% hyper-accuracy.
- ❖ Supports Real-time and historical data sources, including individual files (PDF, CSV, Docx, Excel, and PDF) in On-premise, private and public cloud and local environments.
- ❖ Supports unstructured, semi-structured and structured data formats in an automated fashion to
- ❖ Ensures (GDPR, NIST, CPRA, PCI, HIPPA, NESA, PDPA, DPDP) compliance with built-in rules engine and meets ever changing requirements
- ❖ Ensures audit compliance with built in reconciliation feature





# DATA SAFEGUARD ~ ID-REDACT® ARCHITECTURE



# DATA SAFEGUARDERS



Mahi Gupta  
Director of Privacy Strategy



Sudhir Sahu ~ Founder & CEO  
Serial Entrepreneur/Seasoned Executioner



Advisory Board:

[John Papazian](#), [Dr. Amar Patnaik](#), [Dr. Keshab Panda](#), [N.S. Bala](#),  
[Sunil Mohapatra](#), [James Como](#), [Joe Clemons](#), [Ramesh](#)  
[Kailasam](#), [Kevin Jurovich](#), [Eravi Gopan](#), [Dave Patnaik](#)



Lee Nocon  
CTO-Global AI Tech Leader

Pradeepta Mishra  
Chief Architect-AI Tech Leader



**LTI**  
Let's Solve



Swarnam Dash  
Product Analyst-AI Products



Praful Parekh  
Sr. Director-AI Products



**Genentech**  
A Member of the Roche Group



Dr. Damodar Sahu  
CGO-AI Markets



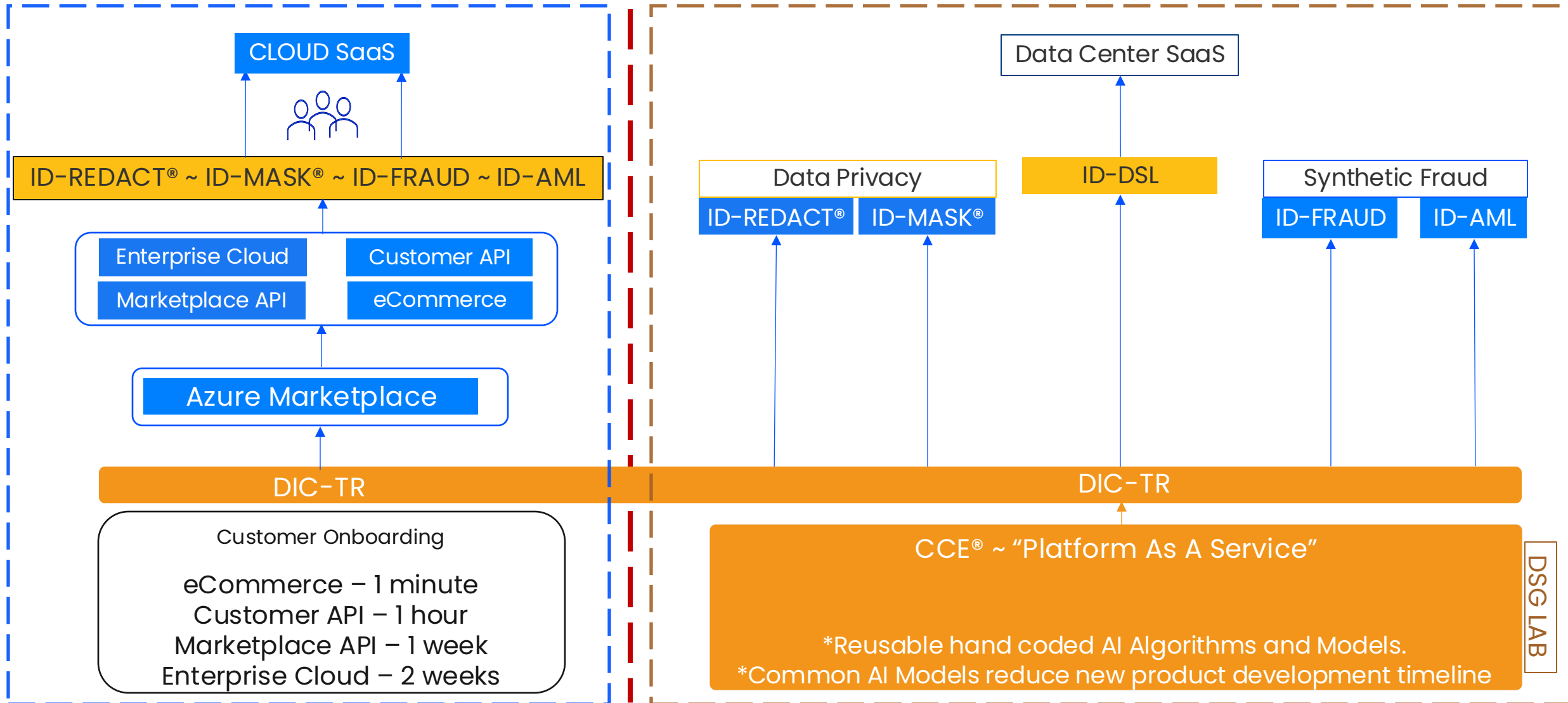
AJ Naddell  
Sr. Vice President Products



Pranab Mohanty  
Chief Business Officer



# DATA SAFEGUARD ~ SAAS PRODUCT OFFERINGS



## Protected against \$100M+ in fines

### The Challenge

US based regional bank found not compliant with CPRA.

The bank had implemented cyber security that protected against data breach but was unaware of the Data Privacy compliance requirements.

### Action

Data Safeguard conducted a Privacy Impact Assessment and numerous PII violations where the data was not redacted or masked in both downstream and upstream environments.

Data Safeguard implemented it's ID-REDACT® solution to help the bank meet compliance protecting them from potential \$100M+ in fines and loss of customer confidence.



## Client Testimonial

"We were stunned, we had no idea that this level of protection was required – and we honestly had no idea where to begin – it felt like we had an hourglass that was rapidly running out..."

## Finance Industry:

### *Customer Data:*

- ❖ Financial institutions store customer PII data in unstructured, semi-structured and structured data formats in their complex data environments spanning real time, historical and individual data ecosystem.

### *Fraud Prevention:*

- ❖ PII data breaches enable hackers to create Frankenstein Identities and inflict Synthetic Fraud crime

### *Global Compliance:*

- ❖ Financial institutions need to meet compliance regulations defined by GDPR, NIST, PCI and CPRA.

### *Customer Confidence:*

- ❖ Financial institutions need to protect customer PII data to increase customer confidence.

**ID-REDACT® and ID-MASK®** resolve all above challenges with 99.54% hyper-accuracy.

## Healthcare Industry

### *Customer Data:*

- ❖ Healthcare institutions are moving towards interoperability and patient engagement in the digital age off medical records, the threat of data breaches and compromised patient health information has surged to highest levels in 2023.

### *Global Compliance:*

- ❖ Healthcare institutions need to meet compliance regulations defined by GDPR, HIPPA, NIST and CPRA.

### *Patient and Stakeholder Empowerment:*

- ❖ Healthcare institutions need to enhance compliance and inspires confidence in patients for secured healthcare future.

**ID-REDACT® and ID-MASK®** resolve all above challenges with 99.54% hyper-accuracy.



## Technology Industry

### *Customer Data:*

- ❖ In the tech world, trust with subscribers is of paramount importance. However, safeguarding subscriber's PII data and meeting Data Privacy compliance needs amid collaborative efforts in a complex challenge. While fraud tactics have evolved, technology organizations are struggling to balance subscriber engagement with robust data protection.

### *Subscriber Empowerment:*

- ❖ Technology organizations need to enhance Data Privacy compliance to reduce cyber security threats, foster an engaged ecosystem and better outcomes for subscribers, partners and distributors.

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## Retail Industry

### *Customer Data:*

- ❖ In the tech driven world of retail, PII data elements flow through various devices, enhancing the shopping experience but requiring robust Data Privacy compliance measures. The looming threat of data breaches and exposure of confidential consumer information is significant. Hacking syndicates are relentlessly exploiting vulnerabilities in the customer engagement lifecycle leading to substantial losses, erosion of trust and revenue impact.

### *Ecosystem Empowerment:*

- ❖ Retail industry need to ensure Data Privacy compliance to instill confidence in consumers, suppliers and businesses, fostering an engaged ecosystem and better outcomes.

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## Government Sector

### Customer Data:

- ❖ Government agencies manage vast volumes of PII data, encompassing national security intelligence, citizen's personal information, and confidential financial records. PII data leak due data breaches, leads to identity theft, and financial losses, reduces public trust and safety.

### Data Environments:

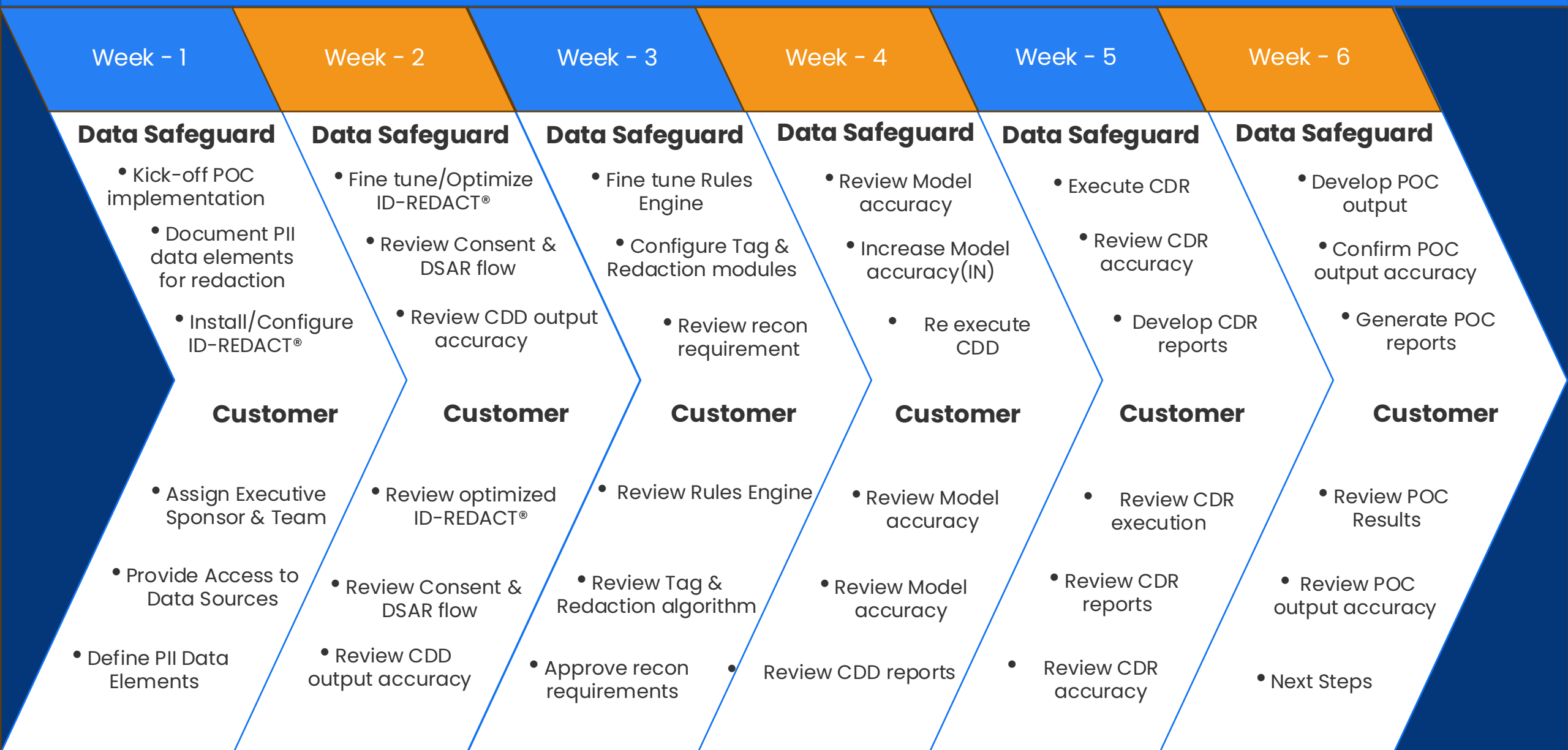
- ❖ Government agencies collect, store PII data from many sources and store them in all data environments, real time data, historical data, data in motion, data at rest in data centers, private and public cloud, individual devices etc. creating high risk for data breaches. Hackers are targeting these systems regularly and data breaches are happening at a fast pace in this sector.

### Empowering the Public:

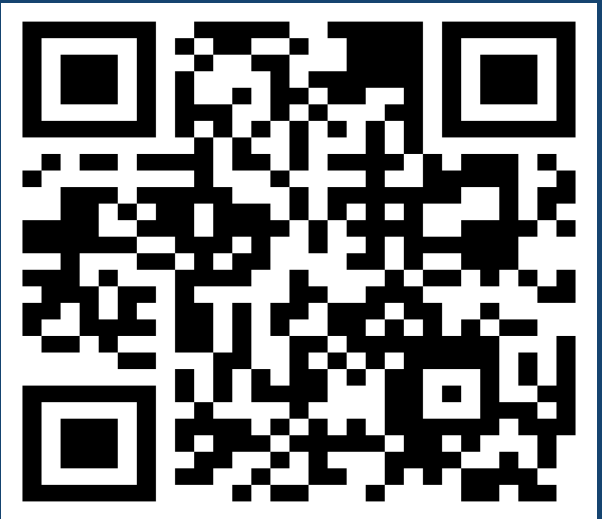
- ❖ Government agencies need to enhance Data Privacy compliance to build public confidence in government institutions, resulting in an engaged community and satisfied citizens.

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# DATA SAFEGUARD ~ POC FRAMEWORK



# DIFFUSE THE TIME BOMB



PII and PHI data are everywhere  
Smart watches, Smart phones, Smart cars, Smart TVs  
Hey Alexa, Google and Siri and much more are **time bombs**

In 5 years, more than **5 billion** individuals will be impacted by data breaches  
In 5 years, more than **5 million** enterprises will need Data Privacy solution

Modern hackers are inflicting data breaches faster than ever — and for the protectors, **every second counts**.

Don't let the ticking **time bomb** go off on you  
Become data privacy compliant and **safeguard** your data

Dr. Damodar Sahu  
Co-Founder/CGO  
+1 650-314-1170  
[dsahu@datasafeguard.ai](mailto:dsahu@datasafeguard.ai)