

COMPLY WITH THE EU GDPR WITH PROOFPOINT

KEY BENEFITS

- Understand where and how data is being used.
- Protect personal data at risk of exposure by setting automatic data retention and deletion periods.
- Identify and resolve compliance gaps in real time.
- Prevent unauthorised access to personal data and the applications that process them.
- Block impostor emails, credential phishing, and malicious payloads aiming to steal personal data.

The European Union General Data Protection Regulation (EU GDPR) aims to regulate the collection, processing, storage, deletion, transfer, and use of personal data of EU residents. Any company handling EU personal data will have to comply with the new rules.

The regulation mandates that controllers of personal data “implement appropriate technical and organisational measures [...] in an effective manner and to integrate the necessary safeguards into the processing in order to meet the requirements of this Regulation and protect the rights of data subjects.”

To comply with the GDPR, organisations need multiple security technologies and controls working in strategic harmony against policy violations, compliance risks, and advanced threats. Proofpoint’s unified cybersecurity platform protects personal and sensitive data anywhere, on any device, across any channel. We can help you share large files securely; control sensitive files and content; and archive files for fast access, streamlined discovery, and easy compliance to the GDPR.

The key Proofpoint solutions that help you comply with the GDPR are:

- [Information Protection](#)
- [Information Archive and Compliance](#)
- [Email Protection](#)
- [Advanced Threat Protection](#)

LAWFULNESS, FAIRNESS AND TRANSPARENCY

Fundamentally, the GDPR is about giving data control back to the individual. EU residents will gain the “right to access” their personal data and the “right to be forgotten”, or request that their data be deleted from all data stores.

Few organisations have the visibility they need to identify, retrieve, and delete personal data in email, file shares, data stores, SharePoint sites and cloud applications. To be prepared for individual discovery requests and regulatory audits, your organisation must identify where personal data is stored and be able to collect, search, and retrieve that data quickly.

Proofpoint Information Protection helps you manage this data governance processes. You can:

- Automate the identification of personal data across various channels
- Remediate compliance breaches in real time
- Quarantine, delete, or revoke access to data at risk of exposure

STORAGE LIMITATION

The GDPR mandates that only personal data deemed absolutely necessary be collected—and stored no longer than required. This requirement is particularly challenging for email archiving. Competing regulations mandate different retention periods for specific types of data; the retention periods for tax, HR, and health data vary significantly. Organisations must be able to enforce policies that not only comply with the GDPR but also adhere to regulated data-retention requirements.

Proofpoint Information Archive and Compliance offers a fully automated, flexible, and encrypted solution that helps you manage your data governance objectives. It enables your organisation to:

- Create, maintain and consistently enforce retention and deletion policies on specific types of EU personal information
- Leverage a broad collection of electronically stored information (ESI) sources, including email, enterprise collaboration data, and social-media data
- Track every policy change via an unalterable audit trail, ensuring an accurate record of your organisation's policy changes in line with the GDPR's 'accountability' requirements

INTEGRITY AND CONFIDENTIALITY

A breach of the personal data of EU residents can lead to fines of up to 4% of global revenue. In addition to giving EU individuals more control of their data, organisations must do everything they can to protect personal data and prevent the theft or loss of that data.

Fight data theft

An estimated 91% of all cyber-attacks occur through email; that's why securing this channel is critical. Proofpoint Email Protection and Targeted Attack Protection empower you to defend your email ecosystem against inbound imposter emails and credential phishing attacks by:

- Assessing the reputation of each sender via email attributes, including sender/recipient relationship, headers, and content
- Detecting, analysing and blocking malicious attachments and URLs before they reach the inbox
- Responding to, and mitigating the impact of the threats that do make it into the inbox

Prevent accidental data loss

Email is the top threat vector for attacks against your organisation. It's also a critical risk vector for outbound data loss. Preventing confidential information from being leaked in outbound email messages must be a top priority to lower the risk of a data breach. With Proofpoint Email Data Loss Prevention, you can:

- Gain complete visibility and control over all email leaving your enterprise
- Set over 80 fine-tuned policies—based on geography, data type, purpose and security controls—that automatically find, classify and block messages that contain EU data subject personal data
- Encrypt identified personal data and monitor it as it's shared through email

Powered by the cloud, Proofpoint's solution can be deployed right away and adapts as threats evolve. Maintain trust, ensure compliance and safeguard the security of EU personal data with our advanced cybersecurity solution.

ABOUT PROOFPOINT

Proofpoint, Inc. (NASDAQ:PFPT), a next-generation cybersecurity company, enables organisations to protect the way their people work today from advanced threats and compliance risks. Proofpoint helps cybersecurity professionals protect their users from the advanced attacks that target them (via email, mobile apps, and social media), protect the critical information people create, and equip their teams with the right intelligence and tools to respond quickly when things go wrong. Leading organisations of all sizes, including over 50 percent of the Fortune 100, rely on Proofpoint solutions, which are built for today's mobile and social-enabled IT environments and leverage both the power of the cloud and a big-data-driven analytics platform to combat modern advanced threats.

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