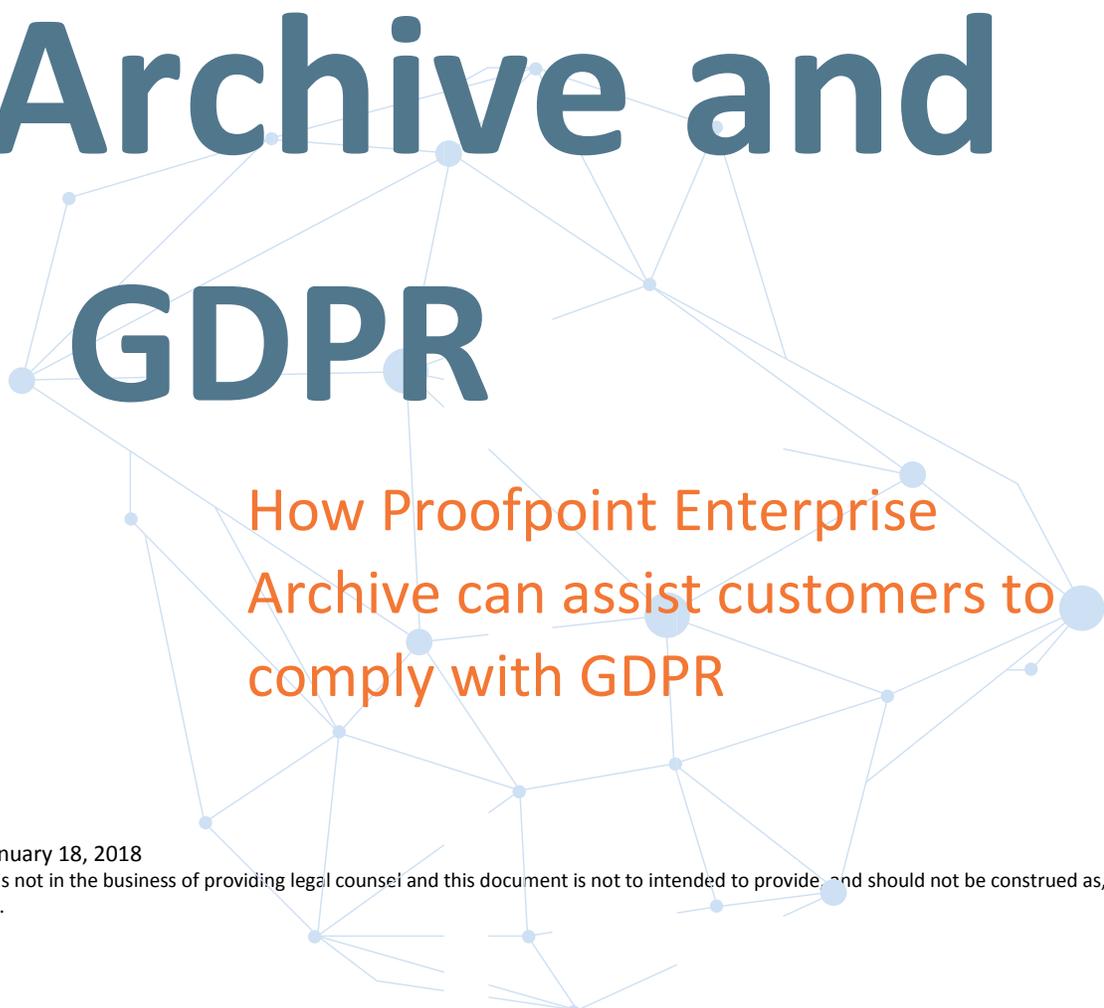


Proofpoint Information Archive and GDPR



How Proofpoint Enterprise
Archive can assist customers to
comply with GDPR

Version January 18, 2018

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Introduction

On 25 May 2018, the most extensive and far-reaching piece of European data protection legislation will come into force—the European Union’s (EU’s) General Data Protection Regulation (GDPR) will replace the 1995 European Union Data Protection Directive.

At its core, the GDPR aims to put EU residents in control of their personal and sensitive data. It regulates how their data is collected, processed, stored, deleted, transferred, and used. Any company that does business in the EU or handles the personal data of EU residents is obligated to comply with the regulation.

This applies to all companies processing personal data of EU residents—even companies that do not have physical operations in the EU. For any company collecting personal data on people located in the EU or for any company doing business in the EU, GDPR compliance is mandatory. Regardless of where data is processed, the GDPR requires that personal information be protected.

[Learn more about the GDPR.](#)

Developing a plan to comply with the new rules is critical for all organizations, including Proofpoint. Proofpoint is committed to compliance with the GDPR across our solutions and services. As a data processor, we maintain the privacy and confidentiality of the personal data entrusted to us.

Any company that does business in Europe or handles the personal data of EU residents must comply with the seven GDPR principles:

Principle 1: Lawfulness, Fairness, and Transparency

- Individual consent
- Right to Access
- Right to be Forgotten
- Right to Deletion

Principles 2 and 3: Accuracy and Purpose Limitation

- Data integrity
- Data must be accurate and up to date
- Right to correct
- Data process limitation

Principles 4 and 5: Data Minimisation and Storage Limitation

- Collect only necessary data
- Store data no longer than required

Principle 6: Integrity and Confidentiality

- ‘Privacy by Design and by Default’
- Anonymization of data
- Appropriate technical and organizational controls

Principle 7: Accountability

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- Data Protection Officer
- Data breach notification
- Privacy impact assessment

This guide explains how Proofpoint can help you comply with GDPR, especially principles 1–6.

Proofpoint Enterprise Archive is a cloud-based archiving solution that simplifies legal discovery, regulatory compliance, and end-user information access without the headaches of managing an archive in-house. It provides a central, searchable repository of a wide variety of content types.

With Enterprise Archive, you know where data is stored and can quickly collect, search, and retrieve that information on demand. It also helps establish and enforce policies and review processes that reflect specific regulatory and geographic market requirements. By streamlining these information management challenges, you can reduce the risk of costly fines, adverse inferences and damaged reputations.

GDPR Regulation	Proofpoint
Principle 1: Lawfulness, Fairness, and Transparency	
<p>Right to Access How does Enterprise enable searches on information on a per-individual basis?</p>	<p>Having a central, searchable repository of communications allows you to quickly respond to Right to Access requests. Enterprise Archive offers powerful search functions across all of the information that is stored within the archive. Enterprise Archive allows only authorized people in your organization to search the archive. They can find content based upon keywords or individual user identities to find content that relates to that person.</p>
<p>Right to be Forgotten How does Information Archive help manage data retention and disposition?</p>	<p>Customers subject to regulatory data retention requirements such as SEC or FINRA may receive an exclusion under GDPR with respect to data subject rights. The primary purpose of an archive is to provide a comprehensive record of all business communications, which inheritably requires that all communications are maintained. Based on applicable data retention regulation, the customer selects the length of time this data is retained. Enterprise Archive does provide selective disposition of individual messages.</p>
<p>Right to deletion Can Information Archive permanently delete information?</p>	<p>Customers who are subject to regulatory data retention requirements such as SEC or FINRA may receive an exclusion under GDPR with respect to data subject rights. The primary purpose of an archive is to provide a comprehensive record of all business communications which inheritably requires that all communications are maintained. Based on applicable data retention regulation,</p>

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	<p>the customer selects the length of time such data is retained. That said, Enterprise Archive does provide selective disposition of individual messages. This feature allows authorized users to dispose of individual messages as the customer wishes.</p>
<p>Principles 2 and 3: Accuracy and Purpose Limitation</p>	
<p>Data Integrity How does Enterprise Archive ensure that the data is not altered or corrupted?</p>	<p>The archive provides a complete, unalterable record of communications. It uses several technology and process controls to ensure that all items are captured and retained in their original form for the required retention period.</p>
<p>Collect only necessary data What types of data are stored in the archive?</p>	<p>Enterprise customers typically store email data on Proofpoint servers, which can include Personal Data based upon how the customer’s employees use the customer’s email system. Additionally, email addresses of data subjects are considered Personal Data and will be captured in the archive.</p> <p>Enterprise Archive is designed to capture data from a variety of enterprise communications system. These systems may occasionally be used for employees’ personal usage, resulting in the capture of that information.</p>
<p>Data portability How does Enterprise Archive ensure I can get my data?</p>	<p>Enterprise Archive allows customers, through the self-service functionality, export all or some of their data in a portable format. In addition Proofpoint Professional Services can assist organizations with large scale export activities if required.</p>
<p>Automated profiling What do you do about automatic profiling?</p>	<p>Proofpoint Enterprise Archive offers an exclusion list to exclude people from being monitored in Proofpoint’s Supervision product.</p>
<p>Transfer of data Is data being transferred to other locations?</p>	<p>Proofpoint Enterprise Archive data is stored within Proofpoint data centers. Customers can opt to have data maintained in a specific region (including a European data center pair). While data is moved between the data center pairs within the selected region, the only transfers in or out of the region involve are transfers to or from the customer site.</p>
<p>Principle 6: Integrity and Confidentiality</p>	
<p>Privacy by Design and by Default How does Enterprise Archive ensure that confidential data stays private?</p>	<p>Enterprise Archive protects data with DoubleBlind Encryption, which maintains data in an encrypted state in transit and at rest.</p>

	<p>DoubleBlind negates any risks of data theft. In the event of a breach, no enterprise data is compromised because it is all maintained in encrypted form in our data centers, with the encryption keys stored within your network.</p>
<p>Anonymization How does Enterprise Archive ensure that data is kept anonymous?</p>	<p>Enterprise Archive’s disposition functionality in combination with our DoubleBlind™ encryption the data ensures the information is fully erased.</p>
<p>Data protection What steps has Proofpoint taken to protect the data in the archive?</p>	<p>Our data centers are designed with market-leading security and privacy capabilities, which include:</p> <ul style="list-style-type: none"> • Proofpoint DoubleBlind Encryption, which maintains data in an encrypted state in transit and at rest • “Pull-And-Confirm” archiving, which prevents data loss during transport to our data centers • Continuous data validation via digital fingerprinting, which ensures data integrity and fidelity throughout the archiving process • SAS70-Type II Certification, which mandates strict procedural controls that are clearly documented and annual audits by a suitably accredited firm to ensure that the documented procedures are followed. <p>In the unlikely event of a breach, DoubleBlind technology provides the unique safeguards that an enterprise can rely on to negate any risks of such data theft. No enterprise data would be compromised because it is all maintained in encrypted form in our data centers, with the encryption keys stored within your network. We also store the encrypted data across multiple data centers and continuously validate it. These safeguards ensure that any individual block of data that has been tampered with or damaged is automatically identified and restored to its true state.</p>

ABOUT PROOFPOINT

Proofpoint, Inc. (NASDAQ:PFPT), a next-generation cybersecurity company, enables organizations 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 organizations 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. www.proofpoint.com

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