

# ENCRYPTION FUNDAMENTALS FOR SMALL BUSINESS

## WHY YOU NEED IT AND HOW TO GET STARTED

### EMAIL IS INHERENTLY INSECURE

Would you post your Social Security number in a store window? Publish your medical record in a newspaper ad? Write your banking credentials on a postcard and mail it?

If you're not using email encryption, you may as well be doing all of the above—not just with your data, but with the personal information your customers entrust to you. Email travels over the wide-open public internet, passing among servers, routers and switches to get from the sender to the recipient. Its contents can be intercepted and read at any of those stops along the way. Email just wasn't designed with privacy and security in mind.

Protecting sensitive data has never been more critical, especially in email. Up to 70% of businesses' sensitive data is sent or stored in email, making this channel one of the key exposure points for inadvertent data loss. Whether you are a large enterprise or small business, you're expected to safeguard customer data. Not doing so jeopardizes customers' trust and can hurt your bottom line with lost sales and potential liability.

### THE ENCRYPTION PROMISE—AND CHALLENGE

That's where email encryption comes in. By encoding the contents in a way that only the sender and recipient can decode, email encryption can help you keep sensitive data private—no matter who else sees the message. No one except the intended recipient can read the contents. To everyone else, the data is scrambled gibberish.

So why don't more small businesses use encryption? With limited time and resources, few small businesses can deploy encryption tools and train their staff to use them properly. They need a solution that keeps sensitive information safe but is also cost effective, flexible and scalable.

### HOW PROOFPOINT CAN HELP

Proofpoint Essentials Email Encryption helps small businesses reduce the risk of data loss by encrypting sensitive email automatically. Our powerful, policy-driven encryption features reduce the risks of data loss while enabling critical business communications.

Your users don't have to do anything. Essentials Email Encryption automatically detects sensitive information in emails based on predefined rules that you can also customize. Users can also encrypt emails on demand by adding a simple identifier in the email's subject line.

With Essentials Email Encryption, you can keep data safe and maintain your customers' trust.

**PROOFPOINT ESSENTIALS  
EMAIL ENCRYPTION HELPS  
SMALL BUSINESSES REDUCE  
THE RISK OF DATA LOSS BY  
ENCRYPTING SENSITIVE  
EMAIL AUTOMATICALLY.**

## ENCRYPTION IN ACTION

Here's how industry verticals are using email encryption.



### Retail:

- Securely send tracking information for customer purchases
- Enforce encryption on payroll and billing attachments
- Secure messages between suppliers and vendors



### Financial Services:

- Securely exchange financial documents between partners and customers
- Enforce encryption for messages that contain Social Security, credit card and driver license numbers



### Healthcare:

- Securely send patient health records between hospitals, labs, and insurers
- Enforce encryption of personally identifiable information (PII) and personal health information (PHI)

To learn more about how Proofpoint Essentials Email Encryption can help your business, contact your GoDaddy sales representative.

#### 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.

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