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SOLUTION BRIEF

Adaptive Email DLP

Stop human and agentic AI-assisted email data loss with behavioral AI



85% of companies surveyed had a data loss incident last year. For half, it disrupted the business.

Source: Proofpoint *2025 Data Loss Landscape Report*

Today, 70% of employees say they use agentic AI assistants to send emails, choose recipients or attach files at machine speed, often without a review.[1]

That amplifies human-centric data loss.

Traditional email DLP gives you a solid foundation. Its rules and policies protect known, well-defined data.

Add Proofpoint Adaptive Email DLP for a behavioral AI layer that stops the email data loss that rules miss. It works whether a person or an agent creates the email, chooses the wrong recipients or attaches sensitive data to exfiltrate.

KEY BENEFITS

- Prevent accidental and intentional data loss through email
- Stop AI-assisted email mistakes before they're sent
- Mitigate reputation damage and customer attrition
- Reduce regulatory fines
- Improve security awareness across your organization

1. Proofpoint. Email Without Humans Report. 2026.

RULES PLUS BEHAVIORAL AI

Add a behavioral AI layer to your email DLP

Content.

TRADITIONAL EMAIL DLP

- Rule-based content inspection
- Known, structured data such as PII and credit card numbers
- Sensitive data sent by email

Context.

ADAPTIVE EMAIL DLP

- Behavioral AI that learns normal email activity
- Unknown, evolving threats, even when data isn't well defined
- Wrong recipients, unusual file sharing and unauthorized accounts
- Flags what's unusual for the sender

Part of Proofpoint's integrated human- and agent-centric security platform.

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EMAIL EXFILTRATION

Prevent email exfiltration

Adaptive Email DLP automatically detects personal or unauthorized account pairings and prevents sensitive data exfiltration to those accounts.

If someone tries to exfiltrate sensitive data to themselves or others, Adaptive Email DLP blocks or tracks the attempt, based on your configuration. The same applies when an AI agent sends on their behalf.

HUMAN ERROR, CAUGHT IN TIME

Stop misdirected emails

A misdirected email is sent to the wrong person by accident. It's the most reported data loss behavior seen by the UK Information Commissioner's Office.[2]

Behavioral AI and the Proofpoint Nexus® Relationship Graph catch the error before it's sent and intervene with a warning.

Prevent misattached files

Someone emails the right person but attaches the wrong file. When an attachment seems unusual for that recipient, behavioral AI warns the sender in real time.

2. Information Commissioner's Office. "Common data protection mistakes (and how to fix them)." February 2025.

ADAPTIVE DETECTION

Behavioral AI that knows what normal looks like

Who

people typically email

What

attachments they commonly share

How

they normally handle sensitive data

Coach people in the moment. Real-time coaching helps stop mistakes and policy violations. People fix their own mistakes without the help of an administrator.

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THE AGENTIC AI AMPLIFIER

Agentic AI amplifies human-centric email data loss from human scale to machine speed and scale.

70%

use agentic AI daily or more[1]

55%

of agentic AI-assisted communications aren't reviewed before sending[1]

1. Proofpoint. Email Without Humans Report. 2026.

DATA LOSS ASSESSMENT

Uncover hidden email exfiltration

A low-lift Data Loss Assessment quantifies your email data loss risk before a production decision. It reveals sensitive data leaving through personal or unauthorized accounts.

INCLUDED

- ✔ **Six-month lookback**
- ✔ **Unauthorized account pairings**
- ✔ **Data exfiltration analysis**
- ✔ **Executive readout and recommendations**

Minutes
to deploy

Hours
to learn

Days
to protect

REQUEST A DATA LOSS ASSESSMENT →

Securing the future of email

LEARN MORE ABOUT ADAPTIVE EMAIL DLP →

About Proofpoint, Inc. Proofpoint, Inc. is a global leader in human- and agent-centric cybersecurity, securing how people, data and AI agents connect across email, cloud and collaboration tools. Proofpoint is a trusted partner to over 80 of the Fortune 100, over 10,000 large enterprises, and millions of smaller organizations in stopping threats, preventing data loss, and building resilience across people and AI workflows. Proofpoint's collaboration and data security platform helps organizations of all sizes protect and empower their people while embracing AI securely and confidently. Learn more at www.proofpoint.com.

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