

# A New Approach to Bulletproofing Consumer PII and PCI Data

A visual guide to the data security challenges and essential solution requirements for today's financial service companies.

## YOUR SENSITIVE DATA IS ON THE MOVE... EVERYWHERE



- Customer Records**
- Consumer PII and PCI data
  - Financing Applications
  - Portfolio/Trading Information



- Finance**
- Corporate Earnings Reports
  - Financial Projections
  - Budget & Asset Allocation



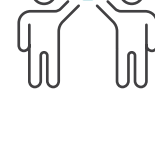
- Market Data**
- Commodities Reports
  - Third-party Forecasts
  - Competitor SWOT Analyses



- Legal**
- Investment Agreements
  - Regulatory Filings & Rulings
  - Audit Reports



- R&D / Proprietary**
- Financial Analyses & Models
  - M&A Targets / Analyses
  - Investment Plans / Research



- Human Resources**
- Confidential Employee Data
  - Compensation Plans
  - Medical / Insurance Information

Continuous collaboration involving exchanges of high-value data—both **internally** among employees and **externally** with customers, shareholders, investment partners, and corporate management teams—accelerates the process of capitalizing on fluid markets and driving new lines of revenue to stave off commoditization. Simply put, it's essential to your business.

### The 3 C's Driving Data Sharing Today



New **collaboration technologies** emerge daily—many of which are outside IT's control.



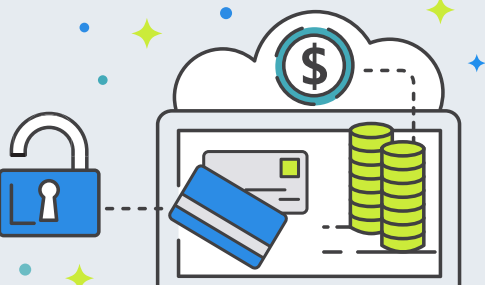
Rapid adoption of **cloud services** results in more data beyond the corporate perimeter.



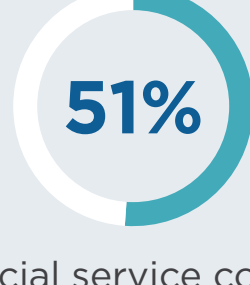
The work-from-home trend—accelerated by **COVID-19 pandemic**—pushes data sharing to unprecedented levels.

## GREATER SHARING = GREATER EXPOSURE = GREATER RISK

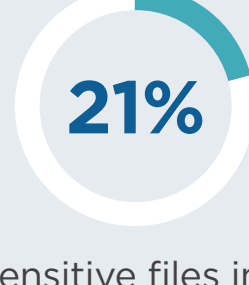
**\$5.85 million**  
average cost of a financial services data breach in 2020.<sup>1</sup>



**\$500,000**  
potential fine *per incident* when a payment processor is not PCI compliant.



51% of financial service companies are ineffective at preventing cyberattacks, which led to the theft of sensitive data.<sup>2</sup>



21% of sensitive files in the financial services industry are publicly exposed.<sup>3</sup>

**300x**

greater likelihood of financial service firms being targeted by a cyberattack compared to other industries.<sup>4</sup>

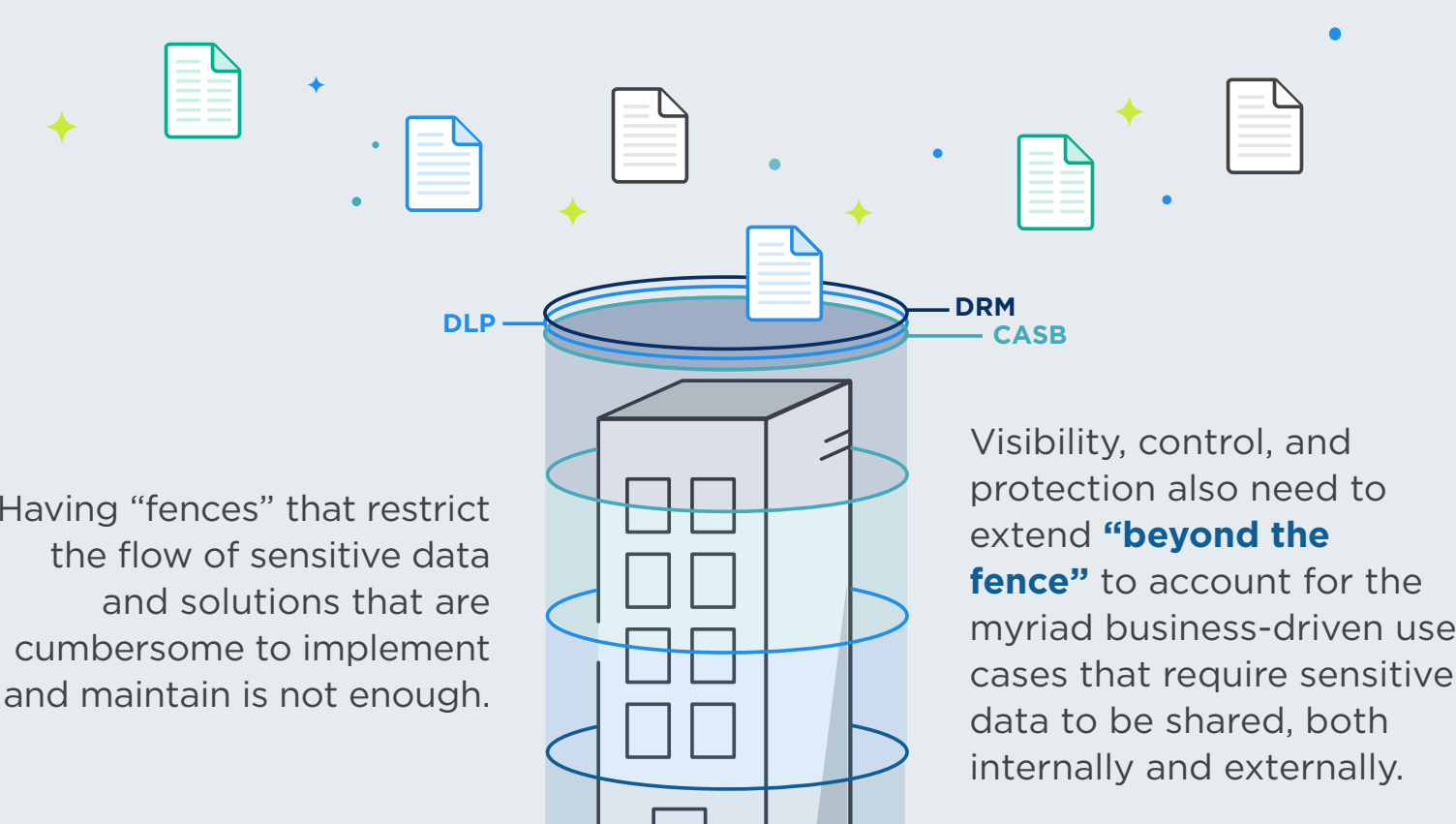
**238%**

the increase in cyberattacks the financial sector experienced amid the COVID-19 surge from February to April 2020.<sup>5</sup>



**352,771**  
sensitive files on average are exposed during a financial services data breach, compared to 113,491 files on average for Healthcare, Pharma & Biotech.<sup>3</sup>

## WHY TRADITIONAL DATA PROTECTION SOLUTIONS FALL SHORT



## WHAT MAKES VERA DIFFERENT



**Complete data protection**  
that extends beyond the perimeter of your firm and the time of initial sharing/distribution.

**Ease of use**  
that includes the option of viewing and editing via a VERA HTML wrapper, or inline for native applications with the VERA client.

**Comprehensive coverage**  
with no limitations on devices, file types, data stores, collaboration tools, or applications.

### SECURE

Apply AES 256-bit encryption and granular access policies that travel with your data files regardless of how and where they're shared.

### TRACK

Understand exactly who is accessing sensitive data inside and outside of your organization, to maintain visibility/control and achieve compliance with applicable data privacy/security requirements, such as those set by the PCI Security Standards Council, FDIC, FFIEC, FINRA, NYDFS, SEC, and other regulatory bodies.

### AUDIT

Withdraw access to sensitive files any time after they've been shared, regardless of where and with whom the files now reside.

### REVOKE

Withdraw access to sensitive files any time after they've been shared, regardless of where and with whom the files now reside.

## READY TO BULLET PROOF YOUR DATA SECURITY? CONTACT VERA TODAY!

[Learn more](#)

[Request demo](#)

Call Us: 844-GET-VERA

Sources:

<sup>1</sup> 2020 Cost of a Data Breach Report, IBM, 2020.  
<sup>2</sup> The State of Software Security in the Financial Services Industry, Synopsys, 2019.  
<sup>3</sup> 2019 Data Risk Report, Varonis, 2019.  
<sup>4</sup> Global Wealth 2019: Reigniting Radical Growth, (pg. 22) Boston Consulting Group, 2019.  
<sup>5</sup> Modern Bank Heists 3.0 Report, VMware Carbon Black, 2020.