

# SECURE DATA RESIDENCY AND PREVENT UNAUTHORIZED ACCESS

*Strengthen your security posture and support your GDPR strategy with the most powerful next-generation endpoint platform from Carbon Black.*

**The European Union (EU) has recognized two critical aspects of data privacy:**

1. Data residency is borderless
2. Organizations need to be held accountable for protecting the integrity, confidentiality, and availability of said data.

As a result, new legislation had been adopted to force global organizations to rethink the way they ensure data privacy. The General Data Protection Regulation (GDPR) is a new, EU-based regulation that protects the personal data of individuals within the 27 countries that are part of the EU. But it doesn't stop there.

- The law has global implications, in that, any organization that “touches” personal data of EU citizens must comply with GDPR regardless of where it's headquartered or where its data is managed.
- The law also introduces the Data Protection Officer (DPO), a new, senior-level role directly accountable to address and mitigate security risk and prove security assurance around data privacy.

Many IT and security teams are now combining their data privacy and data security initiatives when determining security spend. They will need a solution that reduces security vulnerabilities, secures data residency and provides the visibility needed to track and report data access.

## CARBON BLACK CAN HELP SUPPORT YOUR GDPR STRATEGY

Carbon Black's breakthrough streaming prevention technology, market-leading detection and response capabilities and most proven application control solution take a positive security approach to providing the visibility needed to multiply the effectiveness of existing compliance and security controls. Not only do they minimize your organization's attack surface, they give you the critical information needed by the DPO to address data security risk with the board.

## Carbon Black.

### THE Cb ENDPOINT SECURITY PLATFORM

*Zero-gap endpoint protection*

#### MEASURE, MANAGE AND MITIGATE SECURITY RISK

- » Address security risk to board
- » Strengthen security posture
- » Measure to security goals
- » Identify gaps and reduce risk

#### MAINTAIN CONTINUOUS COMPLIANCE

- » Consolidate endpoint agents
- » Nearly eliminate manual compliance steps and control clutter
- » Gain more GDPR coverage with direct and compensating controls
- » Pass assessments no matter when they occur

#### STOP THE MOST ATTACKS

- » Prevent all forms of file-based attacks
- » Stop next-generation attacks
- » Leverage the Cb Collective Defense Cloud
- » Get full analysis: behavioral, reputation, AI, and ML

#### SEE EVERY THREAT, CLOSE SECURITY GAPS

- » Next-Gen Antivirus
- » IR & Threat Hunting
- » Application Whitelisting



Replace AV and retain compliance for all systems



Provide support and compliance check on unsupported systems



Consolidate host-based threat protection applications



File integrity monitoring and control for policy enforcement



Speed up time to successful assessment



Confirm security awareness training

## FOUR STRATEGIES TO MITIGATE DATA SECURITY RISK AND PROVE SECURITY ASSURANCE

**GDPR requires organizations to conduct data protection categorization and classification exercises.**

### 1. DATA CLASSIFICATION AND CATEGORIZATION HELPS YOU UNDERSTAND YOUR DATA

Carbon Black offers the visibility required to categorize and classify critical data, understand data protection parameters, and better defend data residency through constant event analysis, threat risk rating assignments and policy enforcement controls.

---

**IT personnel need to ensure thorough monitoring and tracking of critical data in transit throughout the business process.**

### 2. CONTINUOUS CONTEXTUAL RECORDING HELPS YOU MONITOR AND CONTROL DATA ACCESS

Carbon Black continuously monitors all events aligned with GDPR-regulated data. It collects event data throughout the business process to provide evidence of any change, and offers extensive control capabilities to execute key GDPR objectives, such as identification, proof of deletion, and proof of integrity.

---

**GDPR requires notice of a breach must be provided "without undue delay and, where feasible, not later than 72 hours after having become aware of it."**

### 3. LEVERAGE THREAT DETECTION, RESPONSE AND REPORTING CAPABILITIES TO INVESTIGATE A BREACH

Carbon Black offers full visibility and real-time threat intelligence across the entire attack kill chain. It continuously records all endpoint activity, provides root cause analysis for proactive response and remediation, and supports investigation and forensic policy with unlimited data retention and storage.

---

**Businesses need to enact Privacy Impact Assessments into their business processes with controls and a policy in place to implement them.**

### 4. EMPLOY DATA THREAT PROTECTION POLICIES TO SUPPORT DATA PROTECTION IMPACT ASSESSMENTS

Carbon Black offers customizable prevention policies per asset group that will help determine and measure the inherent risk of event activity centered on GDPR-regulated data and accelerate the process of completing Privacy Impact Assessments.

---

With Carbon Black, you can grow and evolve your defenses to strengthen your overall security posture. Carbon Black helps you balance GDPR policy, organizational culture and business productivity to get the actionable business intelligence required to:

- Increase corporate accountability, credibility, and transparency
- Improve awareness of cyber security across the business
- Justify resource investment and prioritization
- Accelerate corporate efforts on risk reduction
- Reduce corporate liability at all levels

Call us at **617-393-7400** or email us at **[contact@carbonblack.com](mailto:contact@carbonblack.com)** for more information or to schedule a demonstration.

## Carbon Black.

Carbon Black is the leading provider of a next-generation endpoint-security platform designed to enable organizations to stop the most attacks, see every threat, close security gaps, and evolve their defenses. The Cb Endpoint Security Platform helps organizations of all sizes replace legacy antivirus technology, lock down systems, and arm incident response teams with advanced tools to proactively hunt down threats. Today, Carbon Black has approximately 2,000 worldwide customers, including 25 of the Fortune 100 and more than 650 employees. Carbon Black was voted Best Endpoint Protection by security professionals in the SANS Institute's Best of 2015 Awards.

2017 © Carbon Black is a registered trademark of Carbon Black, Inc. All other company or product names may be the trademarks of their respective owners.