

BUSINESS CHALLENGES

Borneo's AI-Native Data Privacy Solution goes Beyond existing Solutions to Automate Privacy Assurance and Compliance and Actively Eliminate Privacy Risk

Data is the cornerstone of digital business and includes a wide spectrum of sourced and derived data. This data may be sensitive, such as personally identifiable information (PII), personal health information (PHI), payment card information (PCI) or other regulated data, intellectual property, financial results, confidential internal and external communications, etc. Organizations are also struggling with assessing their current privacy controls and risk that is paramount in preserving trust with clients, customers and partners. Government and Industry regulations regarding maintaining data privacy and securing PII have also introduced severe penalties for failing to comply, leaving organizations scrambling to better identify and ensure their maintaining proper privacy for PII.

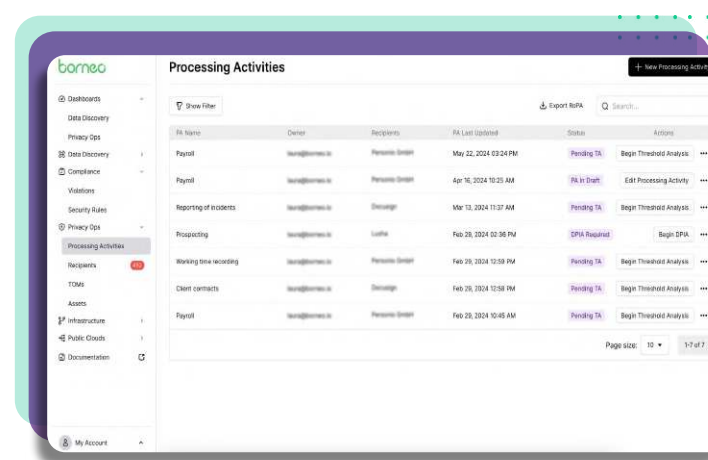
Some **challenges** organizations face for securing critical data include:

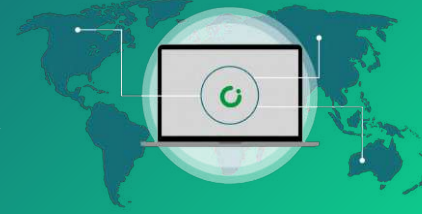
- 1** Adoption of geographically distributed hybrid and multi-cloud IT architectures has made it difficult to know where data is located
- 2** Unstructured and shadow data can often be identified and classified with varying degrees of arduous manual efforts, much remaining unidentified and unclassified
- 3** This lack of visibility negates the effectiveness of access policies leads to misconfigurations, and exposed, unnecessary and/or duplicate data
- 4** Usage of AI requires identifying where relevant data is stored to feed the engine and making sure the right data is used to train LLMs
- 5** However, usage of AI engines like ChatGPT and OpenAI, to optimize your business can also lead to data security and privacy challenges

Based on these challenges, **data privacy teams are fundamentally unable to gain visibility** into sensitive data across their entire infrastructure and **proactively take the necessary and specific actions to protect this data**

BORNEO: PRACTITIONER DEVELOPED TO ELIMINATE TODAY'S DATA RISK

- Borneo was founded by data security professionals wanting to solve common, yet unsolved data security and privacy challenges that impacted them in companies like Yahoo!, Uber, and Meta
- The Borneo team has developed the industry's first next generation AI-Native Data Security Platform for securing critical data in real-time across complex and fragmented infrastructure
- With Borneo, you can pinpoint all of your data, ensure authorized access, stop intrusive AI, prevent data theft and automate remediation tasks with a click of a button. This leads to better observability, improved operational efficiency and lower costs, while drastically improving data security and privacy
- Borneo goes beyond any other data security solution to integrate with your current IT infrastructure and security stack and actually solve your data security changes quickly and efficiently without requiring 3rd party solutions and costly services





DATA DISCOVERY & CLASSIFICATION

understand where your data is within minutes

- Automatic & Real-Time
- Predictive data determination and automated search
- >200 ML powered pre-tuned sensitive data classifiers
- Structured & Unstructured data (images, log files, parquet)



RoPA and IMPACT ASSESSMENT (DPIA)

assess your business processes for risk

- Map and model the personal data and evaluate the processing risk by stepping through each of your processes
- With your data inventory and impact assessment in a single place, it's easy to build, collaborate and maintain your GDPR records



COMPLIANCE MANAGEMENT

automatically conform with current compliance and data frameworks

- Automate compliance checks based on relevant regulations (GDPR, HIPAA, CCPA, etc.)
- Generate up-to-date compliance reports to streamline audits
- Column level lineage that gives insight into data lifecycle from source to destination



DATA SUBJECT ACCESS REQUESTS (DSAR)

automate processing to build trust and boost compliance

- Automatically centralize and coordinate requests and service various requests across the entire organization
- Automate data summary, deletion, and packaging while eliminating manual errors and ensuring compliance



PREFERENCE AND CONSENT

meet global compliance with AI-driven automation and orchestration

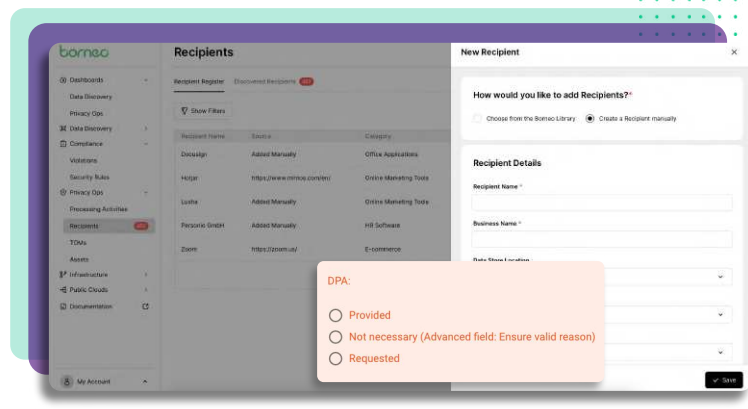
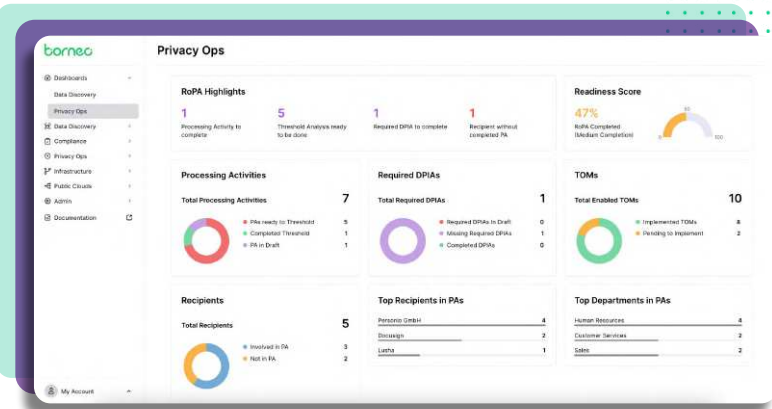
- Generate website cookie banners and cookie policy, and block undesirable cookies
- Collect consent across multiple channels and orchestrate revocation of consent

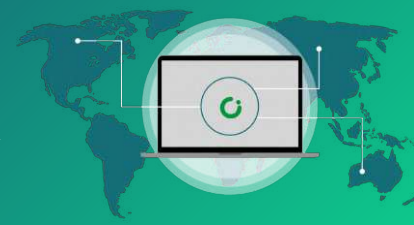


AUTONOMOUS REMEDIATION

integrate to automatically build workflows and playbooks

- Managing redundant, obsolete, and trivial data
- Redaction / Masking / Encryption
- Retention / Tagging / Cleansing





WHY USE BORNEO?

PAIN POINTS BORNEO ADDRESSES

Excessive total cost of ownership (identifying duplicate data, reduce egress costs, etc.)

Data blind spots expose risk compliance, internal security, etc.

Ad-hoc/manual processes aren't scalable and are prone to error

Ever-changing regulations are hard to track to ensure privacy compliance

Global Companies Trust Us to Provide Accurate Data Visibility:



BENEFITS OF USING BORNEO

- Uncover sensitive data across your PII, PFI, PHI, API tokens, keys, credentials, and international infotypes. The best part? Borneo lets you scan both structured and unstructured data sources
- Achieving 99% reduction of sensitive infotypes in the data lake
- Comprehensive data cataloging with geo-specific unique infotypes
- Scaling sensitive data discovery across more data sources and SaaS applications
- Your Central Control Plane gives you the power to run custom queries for global sensitive data searches
- Reduce risk surface area by getting timed triggers for automatic anonymization of sensitive data. Stay in the know by setting up self-service workflows with customizable notifications

To learn more about how Borneo can solve your Data Privacy Challenges, contact us at: info@borneo.io

ABOUT BORNEO

Borneo Data, Inc. was started by the team with extensive experience in the challenges associated with protecting some of the largest data footprints in the world that includes Yahoo!, Facebook and Uber. Borneo has built an AI-Driven Data Security Platform for identifying and securing critical data for complex and distributed cloud and hybrid infrastructures. The Borneo Data Security Platform is modular in order to support your specific requirements for implementing a highly-customized data security, privacy and/or governance program. With Borneo, you can pinpoint all of your data, ensure authorized access, stop invasive AI, prevent data theft and automate remediation tasks with a click of a button. This leads to better observability, improved operational efficiency and lower costs, while drastically improving data security and privacy. To learn more about Borneo can help you achieve your data security privacy goals, visit borneo.io and follow us on LinkedIn and Twitter.