

Navigating the Future of Cybersecurity: AI, Automation and User Awareness

As a global insurance provider, HDI Seguros Seguros plays a vital role in safeguarding individuals and businesses. The foundation of the insurance industry is built on data—policyholder information, risk assessments, claims history and regulatory compliance records. This wealth of sensitive data enables insurers like HDI Seguros to analyze risks, set fair premiums and ensure financial security for their customers.

However, as cyber threats become increasingly sophisticated, protecting this valuable data is more critical than ever. HDI Seguros faces growing risks from AI-driven threats, ransomware and shifting regulatory demands—challenges that require smarter, more adaptive security strategies. HDI Seguros is committed to staying ahead of these threats, ensuring the integrity and security of its operations while maintaining trust with its global customer base.

Jose Romo, HDI Seguros's Computer Security Administrator, plays a crucial role in shaping the company's security framework. With a small but highly efficient team, he oversees data protection strategies, automation and policy enforcement, ensuring that HDI Seguros remains resilient against today's most advanced threats and meets evolving compliance requirements. His expertise in DLP and proactive approaches to cybersecurity help keep HDI Seguros's data secure across cloud, on-prem and hybrid environments.

As part of a global insurance organization, HDI Seguros operates with autonomy, shaping its own security strategy while remaining agile in response to emerging risks.

The challenge isn't just about protecting sensitive data—it's about doing so efficiently. **"We try to get platforms that give us information aggressively, so we don't need to sift through too much—just the relevant data,"** Jose explains. The right automation tools make all the difference.

CUSTOMER PROFILE:

HDI Seguros is a multi-line insurance provider serving individuals and businesses across Latin America, offering a wide range of coverage including auto, home, commercial, and life insurance.

INDUSTRY:

Insurance

HEADQUARTERS:

Brazil

PRODUCT:

› Forcepoint Data Loss Prevention (DLP)

PRODUCTS EVALUATED:

- › Forcepoint Web Security
- › Forcepoint Cloud Access Security (CASB)

AI-Powered Threats and the Changing Security Landscape

While AI offers incredible opportunities, it also presents new risks. **"AI-powered attacks are becoming more specific, making it harder for users to distinguish what's real,"** Jose shared. The rise of sophisticated phishing scams—where attackers leverage AI to mimic legitimate organizations—pose a constant challenge.

Looking ahead, HDI Seguros foresees data security extending beyond traditional defense. **"Before, we had security concentrated in certain areas. Now, data exists everywhere, in the cloud and across platforms. We need a strategy that keeps policies consistent, no matter where data lives."** This is where Forcepoint's unified context-aware policy enforcement across all channels provides significant value as the challenge isn't just external threats—it's also internal user behavior.

Hybrid work presents its own hurdles. **"We work remotely one day a week, but controlling data in a distributed workforce isn't easy,"** Jose admits. The ability to extend security policies seamlessly across cloud environments is vital.



Refining the DLP Strategy

HDI Seguros has taken strides to improve its DLP strategy. Initially, classification efforts placed the burden on users, but **"they would just select whatever without understanding why classification mattered."** Now, HDI Seguros is shifting to a more contextual approach, guiding users to recognize the importance of securing specific types of data.

Forcepoint's AI-powered data classification plays a key role in this modernization. It automatically identifies and tags sensitive data with high accuracy to enable more precise enforcement, reducing false positives and avoiding disruptions to work.

Forcepoint DLP has become a key part of their security framework. **"It allows us to enforce rules even when users aren't aware—covering email, external drives and more."** This comprehensive approach ensures data remains protected, regardless of how it's shared.

What Keeps Security Leaders Up at Night

For HDI Seguros, the future of cybersecurity raises pressing concerns beyond traditional threats. AI-driven attacks are a growing nightmare. **"Sometimes security platforms catch them, and we can breathe easy. But sometimes, they're so sophisticated that nothing stops them."**

Beyond AI, the potential impact of quantum computing is on their radar. As encryption methods become vulnerable to new computing advancements, organizations must rethink their security frameworks. **"We're always looking ahead, because security is never static. The landscape shifts, and we have to adapt."**

For those navigating security leadership, HDI Seguros emphasizes the importance of shared experiences. **"Telling people what happened to you makes all the difference. When they hear a story—like nearly falling for a scam—they understand the real risks."** Raising awareness through storytelling and internal discussions is one of the most effective ways to build a security-conscious culture.

Securing the Future:

HDI Seguros's Commitment to Data Security Everywhere

HDI Seguros is actively assessing the effectiveness and impact of the Forcepoint Data Security Everywhere initiative through the further evaluation of Forcepoint Web Security and Forcepoint CASB. As data moves across cloud applications, remote work environments and external endpoints, HDI Seguros is critically evaluating how these solutions enhance security enforcement – whether at the endpoint with a WPAC file on the device or at the network level – while maintaining operational efficiency.

This evaluation focuses on how well the tools provide seamless policy enforcement across diverse digital landscapes. HDI Seguros is analyzing their ability to mitigate emerging threats, secure sensitive data and adapt to the evolving cybersecurity landscape. Key considerations include the depth of protection they offer, their interoperability with existing systems and their ability to support a scalable security framework.

As AI-driven threats and insider risks continue to evolve, HDI Seguros remains committed to continuous security innovation. Through an ongoing evaluation of integrated security strategies powered by automation and intelligence, HDI Seguros is positioning itself to enhance its cybersecurity posture and ensure effective data protection across all access points.

With Forcepoint, HDI Seguros is simplifying data security, enhancing visibility and control and staying one step ahead of modern threats.

