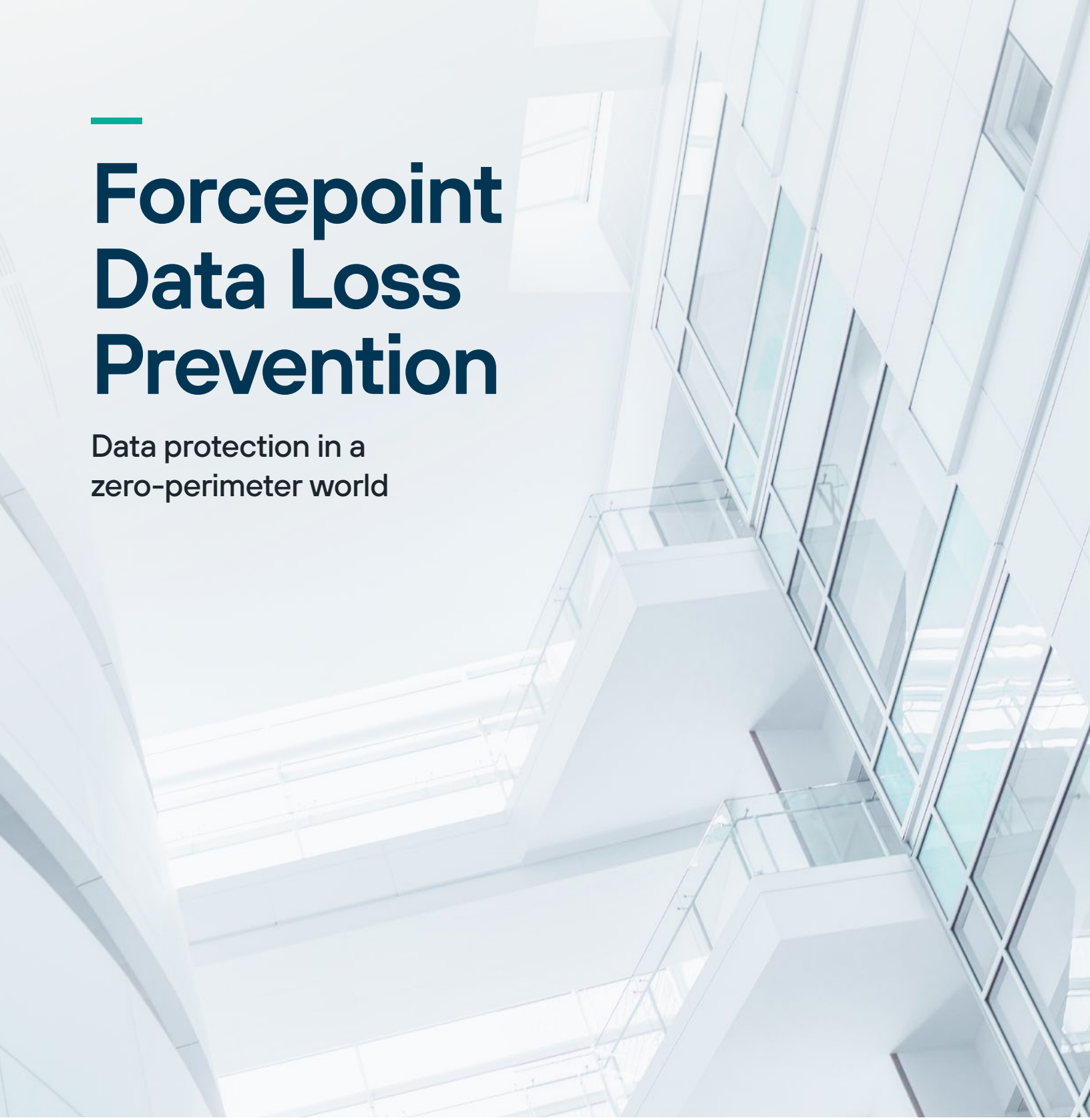


Forcepoint Data Loss Prevention

Data protection in a zero-perimeter world

Forcepoint

Brochure

Forcepoint Data Loss Protection (DLP)

Safeguard Your AI Transformation with Forcepoint

Organizations worldwide are undergoing a transformative journey fueled by the integration of AI, particularly GenAI applications and technology, into their business processes. While this promises substantial productivity gains, it also introduces new data security challenges. For instance, users can input sensitive data or upload confidential files into GenAI applications, which could facilitate data breaches. Forcepoint offers a solution that allows you to harness AI's potential without compromising your most valuable asset: your data.

With Forcepoint, our cutting-edge AI Mesh technology ensures unparalleled data classification accuracy and efficiency. This empowers you with peace of mind as you navigate the complexities of AI transformation. Whether you're using GenAI apps like ChatGPT, Copilot, Gemini, or others, Forcepoint provides centralized visibility and control, safeguarding your sensitive data across all environments.

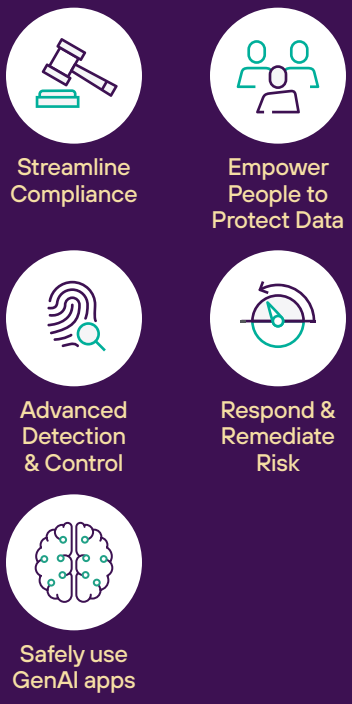
Data Security Everywhere Your People Work and Data Resides

Forcepoint DLP addresses critical data security challenges faced by organizations of all sizes. As regulatory requirements tighten, safeguarding sensitive information—such as Personal Identifiable Information (PII) and Protected Health Information (PHI)—becomes paramount. Modern work environments, including cloud applications, hybrid setups, and BYOD trends, further complicate data protection.

The expanding attack surface demands comprehensive visibility and control. Forcepoint DLP empowers data security teams by managing global policies across major channels: endpoints, networks, cloud, web, private applications, and email. Our pre-defined templates and classifiers streamline incident management, allowing you to focus on productivity while minimizing risk. Wherever your people work and your data resides, Forcepoint DLP ensures visibility and control.

Data Protection must:

- **Secure regulated data** with a single point of control for all the applications your people use to create, store, and move data.
- **Protect sensitive data** with advanced DLP that analyzes how people use data, coaches your people to make good decisions with data, and prioritizes incidents by risk.
- **Ensure the safe usage of generative AI** by implementing robust DLP controls and policies to safeguard its use across all locations and applications, from endpoint to web, and cloud.



Streamline compliance

The modern IT environment presents a daunting challenge for enterprises aiming to comply with dozens of global data security regulations, especially as they move toward cloud applications and mobile workforces. Many security solutions offer some form of integrated DLP, such as the type found within CASB and SWG applications.

Yet security teams face unwanted complexity and added costs when deploying and managing separate and inconsistent DLP policies across endpoints, cloud applications, and web traffic. Forcepoint DLP accelerates your compliance efforts by providing more out-of-the box predefined classifiers, policies, and templates than any other major vendor. This accelerates initial DLP deployment and simplifies ongoing DLP management.

- → **Regulate coverage** to easily meet and maintain compliance with more than 1700 pre-defined templates, policies, and classifiers applicable to the regulatory demands of 90 countries and over 160 regions.
- → **Centralized control** and consistent policies across all channels including cloud applications, web, email, and endpoints.

Empower people to protect data

DLP with only preventive controls frustrate users who will attempt to circumvent them with the sole intention of completing a task. Going around security results in unnecessary risk and inadvertent data exposure.

Forcepoint DLP recognizes your people as at the front lines of today's cyber threats.

- → **Discover and control data** everywhere it resides, whether in cloud applications, web traffic, email or endpoints.
- → **Coach employees** to make smart decisions, using custom messages that guide user actions, educate employees on policy, and validate user intent when interacting with critical data.
- → **Securely collaborate** with trusted partners using policy-based auto-encryption that protects data as it moves outside your organization.
- → **Automate data labeling & classification** by integrating with Forcepoint Data Classification as well as Microsoft Purview Information Protection.

Advanced detection and controls that follow the data

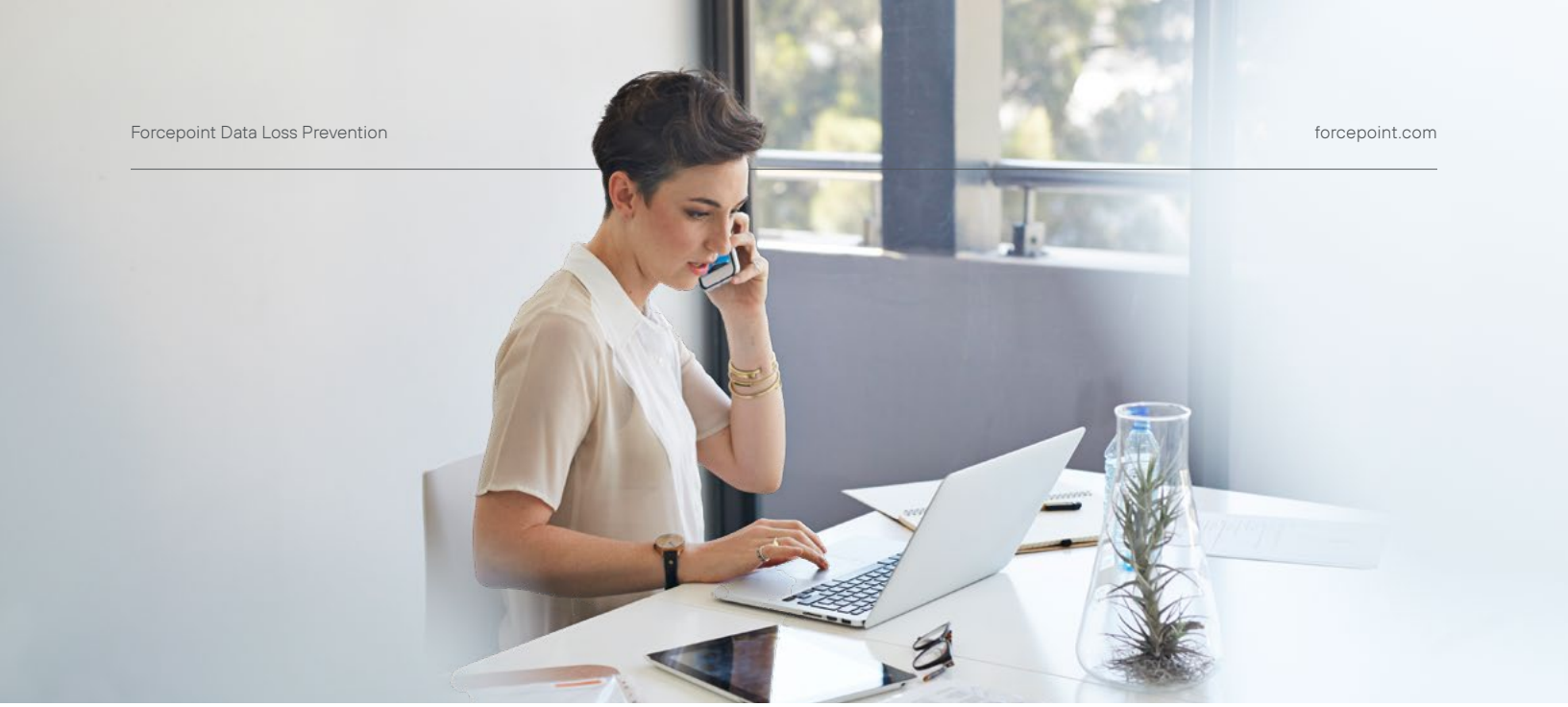
Malicious and accidental data breaches are complex incidents, not single events. Forcepoint DLP is recognized by Forrester, Radicati Group and Frost & Sullivan as an industry leader for DLP solutions. One of the key features is Forcepoint DLPs ability to identify data at rest, in motion, and in use. Key data identification includes:

- → **Optical Character Recognition (OCR)** identifies data embedded in images while at rest or in motion.
- → **Robust identification** for Personally Identifiable Information (PII) offers data validation checks, real name detection, proximity analysis, and context identifiers.
- → **Custom encryption identification** exposes data hidden from discovery and applicable controls.
- → **Cumulative analysis** for drip DLP detection (i.e., data that leaks out slowly over time).
- → **Smarter enforcement** identifies changes in user behavior as it relates to data interaction such as increased use of personal email. With Risk-Adaptive Protection, Forcepoint DLP becomes even more effective as it leverages behavior analytics to understand user risk, which is then used to implement automated policy enforcement based on the risk level of the user. This allows security teams to implement dynamic policies which are individualized as compared to static global ones.

AI Mesh

Unleash AI's potential without compromising your business's most precious asset: your data. With Forcepoint, our cutting-edge AI Mesh technology delivers unparalleled data classification accuracy and efficiency, giving you peace of mind. Our centralized visibility and control safeguards your data everywhere, including GenAI apps like ChatGPT, Copilot, Gemini, and many others. Boost productivity by enabling your team to use GenAI and other apps securely. Cut costs with simplified operations and unified policies.

- → **Synchronize with Forcepoint Data Classification** leveraging highly trained AI Mesh and LLM models to provide highly precise classification for data in use and data at rest with Forcepoint Data Security Posture Management (DSPM).



Identify, manage and remediate data protection risk

Most DLP solutions lack the robustness of a strong predefined classification library and sensitive visibility across all your data, overloading users with false positives while missing data at risk. In addition to making security teams less effective, this makes employees or end users frustrated as they see security solutions as a hindrance to their business productivity. Leveraging analytics, and the largest library of pre-built templates and policies in the industry Forcepoint DLP drastically reduces false positives which helps security operations to be more efficient. To increase employee security awareness, DLP supports employee coaching and integration with data classification solutions.

- → **Focus response teams** on the greatest risk with prioritized incidents that highlight the people responsible for risk, the critical data at risk, and common patterns of behavior across users.
- → **Employee coaching** comes in the form of pop-ups that can be personalized with the organization's name, a brief training statement for the reason for the pop-up, and a url that users can click on to find more information on the organization's relevant security policy.
- → **Enable data owners and business managers** with email-based distributed incident workflow to review and respond to DLP incidents.
- → **Safeguard user privacy** with anonymization options and access controls.
- → **Add the context of data** into broader user analytics through deep integrations with Forcepoint Risk-Adaptive Protection.

Prevent data breaches in real-time

Data breaches can happen in an instant, and the consequences can be costly—both financially and reputationally. Forcepoint DLP equips your organization with the tools to identify and prevent breaches the moment they occur, keeping your sensitive data safe and secure. By delivering advanced real-time protection and streamlined management, we empower your team to stay one step ahead of evolving threats.

- → **Real-time monitoring and blocking:** Detect and stop data breaches as they happen, before sensitive information is exposed.
- → **Unified policy management:** Simplify security with a single console to manage policies across your environment for Data Security Everywhere.
- → **Cross-channel incident visibility:** Gain complete visibility into data movement across web, cloud, email, and endpoints for swift response to threats.
- → **Forensics:** Uncover the full story of data movement to investigate incidents, prevent breaches, strengthen policies, and ensure compliance.
- → **Risk-Adaptive Protection:** Dynamically adjust security controls based on user behavior and risk levels to ensure sensitive data stays protected without disrupting productivity.

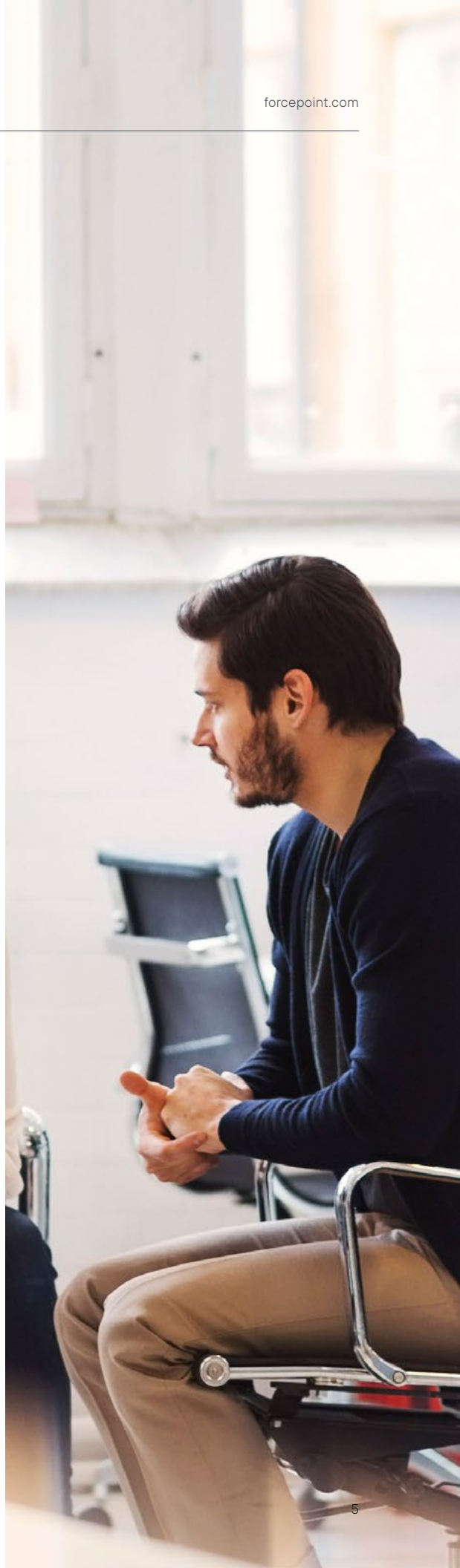
Data visibility everywhere, including both in the cloud and on-prem

Today's enterprises are challenged with complicated environments, where data is everywhere and requires the protection of data in places that aren't managed or owned by the enterprise. Forcepoint ONE Data Security for CASB and SWG extends analytics and DLP policies to critical cloud applications and web traffic so your data is protected, wherever it resides.

- → **Focus response teams to identify and protect data across** cloud applications, web, as well as email and endpoints with Forcepoint ONE for Email and Forcepoint ONE for Endpoints.
- → **Identify and automatically prevent** sharing of sensitive data to external users or unauthorized internal users.
- → **Protect data** in real-time for uploads into and downloads from critical cloud applications including Office 365, Teams, SharePoint, OneDrive, Salesforce, Box, Dropbox, Google Apps, AWS, ServiceNow, Zoom, Slack, and many more.
- → **Unify policy enforcement** via a single console to define and apply data in motion and data discovery policies across all channels—cloud, network, endpoints, web and email.
- → **Deploy a Forcepoint-hosted solution** that extends DLP policy features to cloud applications, while having the option of maintaining incidents and forensics data within your data center.

For more information about DLP

Request a Demo



Forcepoint Data Security Solutions

Forcepoint ONE Data Security (DLP SaaS)	Forcepoint ONE Data Security, a cloud-native solution, safeguards sensitive data, prevents breaches, and ensures global compliance. With rapid deployment and policy management, it streamlines data protection. It delivers unified management across cloud apps, web, email and endpoints. With Forcepoint Risk-Adaptive Protection, it offers real-time user risk insights. Experience reduced costs, risks, and increased productivity with Forcepoint ONE Data Security.
Forcepoint DSPM	Forcepoint DSPM tackles the challenge of data proliferation across cloud platforms and servers by providing unparalleled visibility and control. It uses AI Mesh technology to continuously improve data discovery and classification accuracy. It also automates tasks such as remediation and reporting to streamline processes and reduce costs.
Risk-Adaptive Protection	Unlike traditional policy-centric DLP solutions, our Risk-Adaptive Protection (RAP) puts people at the forefront, understanding behaviors to proactively mitigate risk. RAP prioritizes high risk users offering real-time risk calculations, 130+ behavior indicators, and frictionless deployment. Gain insights with easy to read dashboards, enhance productivity with granular policy enforcement, and proactively mitigate insider threats through dynamic automation.
Forcepoint ONE Data Security for Email (DLP SaaS)	Forcepoint ONE Data Security for Email shields against sensitive data leaks across the critical email channel. This fully cloud-native solution fends off email breaches and data loss through email across both endpoints and mobile devices. Seamlessly integrated with popular email providers, it brings simplified management with pre-built security policies, classifiers and templates.
Forcepoint ONE Data Security for Cloud Apps and Web (DLP SaaS)	Forcepoint ONE Data Security for Cloud Apps and Web provides the same fully cloud-native DLP solution as Forcepoint ONE Data Security for Endpoint and Forcepoint Data Security for Email, allowing you to manage any or all of the 4 channels from a single user interface and to sync all policies from the same policy management console. Write policies once and deploy across all Forcepoint ONE Data Security channels - saving time and resources syncing policies across multiple services.
Forcepoint Data Classification	Forcepoint Data Classification redefines data classification with AI Mesh enabled precision and automation, eliminating manual errors and enhancing DLP efficacy. We leverage AI Mesh technology and Large Language Models to deliver superior classification accuracy. Through continuous learning and improvement. it delivers confident recommendations, enhancing policy enforcement and compliance. Seamlessly integrate with your workflow, improve productivity, and reduce false positives.
Forcepoint DLP Endpoint	Forcepoint DLP Endpoint protects your critical data on Windows and Mac endpoints on and off the corporate network. It includes advanced protection and control for data at rest (discovery), in motion, and in use. It integrates with Microsoft Azure Information Protection to analyze encrypted data and apply appropriate DLP controls. It enables employee self remediation of data risk based on guidance from DLP coaching dialog. The solution monitors web uploads, including HTTPS, as well as uploads to cloud services like Office 365 and Box Enterprise. Full integration with Outlook, Notes, and email clients.
Forcepoint DLP Discover	Forcepoint DLP Discovery identifies and secures sensitive data across file servers, SharePoint (on-premises and cloud), Exchange (on-premises and cloud), and detection within databases such as SQL server and Oracle. Advanced fingerprinting technology identifies regulated data and intellectual property at rest and protects that data by applying appropriate encryption and controls. Discovery also includes OCR which provides visibility into data in images.
Forcepoint DLP Network	Forcepoint DLP Network delivers the critical enforcement point to stop the theft of data in motion through email, web channels, and FTP. The solution helps identify and prevent data exfiltration and accidental data loss from outside attacks or from insider threats. OCR recognizes data within an image. Analytics provides Drip DLP to stop the theft of data one record at a time as well as other high-risk user behaviors.
Forcepoint DLP for Cloud Email	Forcepoint DLP for Cloud Email stops unwanted exfiltration of your data and IP through outbound email. You can combine with other Forcepoint DLP channel solutions such as Endpoint, Network, Cloud and Web to simplify your DLP management, writing one policy and deploying that policy across multiple channels. Forcepoint DLP for Cloud Email enables enormous scalability potential from unforeseen bursts of email traffic. It also allows your outbound email traffic to grow with your business without having to configure and manage additional hardware resources.
Forcepoint DLP App Data Security API	Forcepoint DLP App Data Security API makes it easy for organizations to secure data in their internal custom applications and services. It enables analysis of file and data traffic and enforces DLP actions such as allow, block, ask for confirmation with a personalized pop-up, encrypt, unshare and quarantine. It is a REST API that is easy to understand and simple to use without extensive training or knowledge of complex protocols. It is also language agnostic, enabling development and consumption in any programming language or platform.

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About Forcepoint

Forcepoint simplifies security for global businesses and governments. Forcepoint's all-in-one, truly cloud-native platform makes it easy to adopt Zero Trust and prevent the theft or loss of sensitive data and intellectual property no matter where people are working. Based in Austin, Texas, Forcepoint creates safe, trusted environments for customers and their employees in more than 150 countries. Engage with Forcepoint on www.forcepoint.com, Twitter and LinkedIn.

[FP-DLP-Brochure] 17Jan2025