

Privacy Datasheet

Dynamic User Protection

Privacy is central to human-centric security

Dynamic User Protection (DUP) is a cloud-based User Activity Monitoring (UAM) solution designed to alert organizations of risky behavior, so they can protect critical data and reduce the risk associated with insiders.

Key Areas

- › **Privacy by Design** – Distributed analytics minimizes the access and movement of user data.
- › **Principle of Least Privilege** – Forcepoint consistently evaluates and optimizes processes to lead with privacy.
- › **Privacy Journey** – An extensive road map of privacy focused improvements are planned for continuous improvement.

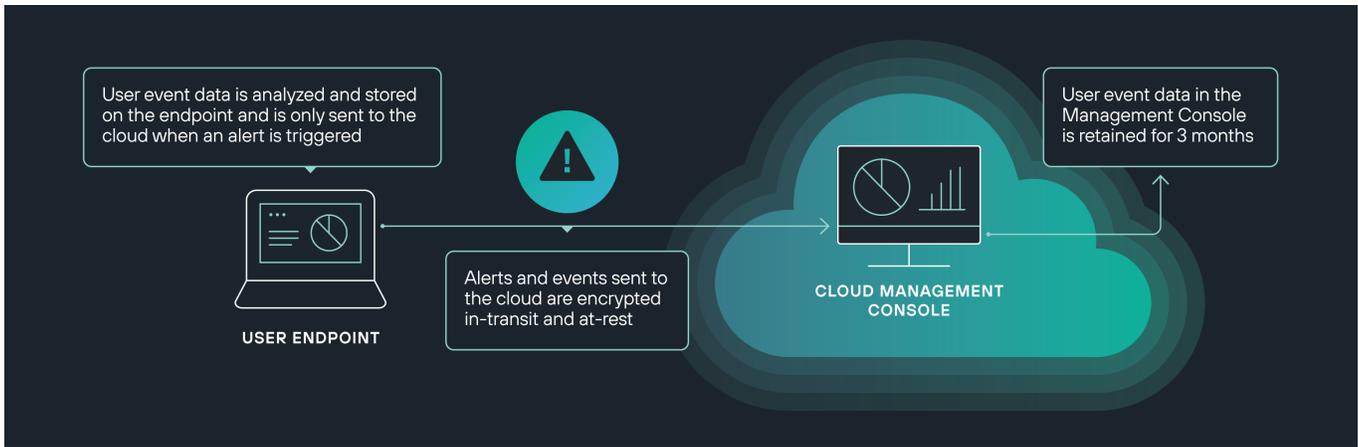
The Human Point Starts with You

Privacy is the cornerstone of human-centric security. It also is a human right that governments are increasingly protecting with regulations like GDPR and CCPA. Forcepoint's commitment to privacy is recognized through various technical and operational controls across our organization, and this continued commitment will shape our future as a privacy leader.



Privacy by Design

Since its inception, DUP has been purposefully designed with privacy top of mind. An early design decision deviated from the norm seen in most UAM or behavioral analytics solutions where data is collected at the edges and sent to a centralized location for analysis. Instead, our thinking was, how can we minimize the contact and movement of user data? The solution is as innovative as it is efficient. In DUP, data is parsed, normalized, and analyzed on the endpoint of the user and only sent to the cloud when a specific alert is triggered that impacts risk. This not only keeps user data interaction to a minimum, it also enables real-time dynamic policy action which is significant because even a minute can be the difference in preventing data theft.



Principle of Least Privilege

To truly perpetuate privacy, we perform privacy audits across the entire customer life-cycle to implement additional privacy controls at every opportunity. While there are numerous examples, it is important to note that many share the Principle of Least Privilege, meaning that the minimum authority required to complete a task is given. This principle has been embodied in development, operations, research, technical support and more.

Developers working on the platform are not able to access customer tenants, while cloud operations teams working on production environments must receive explicit permission to access any customer tenant. Research is important to deliver new functionality, but not at the cost of user privacy, which is why all research data is scrubbed and anonymized to ensure it is devoid of any user information. We are working on similar pseudonymization to mask user identities from our support personnel.

Privacy Journey

As we continue to shift modern security thinking towards people, it is important to see privacy as a journey rather than a destination. Privacy protection is forever evolving to become more prevalent and robust. The following information details examples from the Forcepoint's DUP privacy road map.

For the DUP administrator, we plan to implement further controls to protect users information and remove the potential for unconscious bias in the investigation process. With the user in mind, we will develop functionality that enables masking of personal information in the cloud management console by pseudonymizing any personally identifiable information. Additionally, there will be feature sets implemented to "watch the watchers", such as Role Based Access Levels and an Investigation Audit Log to ensure that administrator responsibilities are managed and tracked to minimize the potential for misuse.

GDPR has mandated individuals have a "Right to be Forgotten". While using DUP, the customer is the "controller" of the personal data, even when it is housed in Forcepoint's cloud. Today, when an organization utilizing DUP receives a request to remove personal data, there is a mechanism in place requiring the customer to contact Forcepoint Technical Support to have this action completed. In the future, we plan to give this ability to the customer through a button in the UI, enabling faster responses to user requests.

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