



If Personal Identifiable Information is Hacked and Exposed - What is Your Company's Risk?

Your customers, partners and platforms provide data necessary to you to engage in digital commerce. But if hackers obtain this data, there will be a reluctance in continuing to share this information, damaging your brand image, digital reputation and compromising your ability to engage in digital commerce.

Data protection can no longer be ignored, if the Democratic National Committee, the NSA, Yahoo, Sony, Cloudflare and 4 million other notable companies can be hacked then how comfortable can you be. The February 24th attack of Cloudflare, a US content delivery and internet security company, caused exposures of Uber, Fitbit and OK Cupid data, exposing millions of passwords and private messages. *If hoping that you can insulate your data from theft is your strategy, your approach is likely insufficient.* If you house this critical information in your data lake, the level of protection is far worse than in other environments. And if you are like most organizations, there is no easy way to find all the personal information and deal with it in a timely manner. until now.

BigDataRevealed has launched an intelligent catalog and augmented it with a facility to enable companies to find and encrypt personally identifiable information (PII) such as credit cards, social security numbers, account information, medical records and other information that if stolen in its natural format will cause catastrophic problems for your organization if it finds its way into the hands of hackers. BigDataRevealed processes and sequesters PII information and the keys (Unique Key per File) to encrypted information in a heavily protected area to mitigate the risk of it landing in the hands of hackers. For a video on BigDataRevealed Sequester/Encrypt Protect <https://youtu.be/apO2R-rqV3U>

THE TIME FOR ACTION IS NOW! If you have data, it is a good idea to reach out to us at BigDataRevealed, and discuss our risk assessment program that interrogates your big data environment, finds PII, and scores your intrusion risk. And we do this for a very minimal fee and refund the fee if you become a BigDataRevealed customer. We created this very important capability because we thought it was time for someone to take a stand on the exposure of big data environments. We invite you to join us in reducing this enormous risk.

Contact Steven Meister to schedule your assessment or to learn more about BigDataRevealed and our free trial at 847-791-7838, BigDataRevealed at steven.meister@bigdatarevealed.com

Mark Albala for Information Economics and Information Strategy Services at 201-895-1666, Mark Albala, InfoSight Partners at mark@infosightpartners.com

File Content

File Path: /sampledata/dataset1/MOCK_DATA.csv

First Five Row From Latest Modify File Content:

Securely Encrypted by BigDataRevealed

HDFS Col Pos	First Name	Last Name	Email-Address	Country Code	IP Address	Mobile	Credit Card	Gender	Race	Social Security Number
id	first_name	last_name	email	country	ip_address	phone_number	credit_card	gender	race	bNJhJ51R59CzkyZPvkSxHg==
1	Lisa	Jenkins	ljenkins0@arstechnica.com		183.32.221.138	3-(077)695-6786	4508506137315288		Indonesian	EaZW4K22+mhgRq6vRXL1IQ==
2	James	Marshall	jmarshall1@bloglines.com				67098475265817898	M	Alaska Native	x1CgaeTLVweNDgDnx8/hw==
3	Judith	Fowler	jfowler2@tiny.cc	Philippines		0-(751)658-0053	3548183478658523	F		6yYG8AgDG7qPAhs3SP587w==
4	Michelle	Shaw			188.87.11.98	5-(208)112-9176	30568520921804	F	Cheyenne	mMcmzdD/AbZi9iqzN49zuzg==