

# PK Discovery

## Sensitive Data Discovery for Data Protection and Privacy Management

Discovery is the first step in assuring privacy and security, managing risk, and maximizing data value by uncovering exactly what sensitive data exists in your organization and where it is.

PK Discovery is purpose-built to locate, identify, count, and report all sensitive data, from data repositories and servers—both on-premises and cloud-based—to endpoint files.



LOCATES



IDENTIFIES



COUNTS

### Seamlessly Deploy and Gain Quick Time To Value

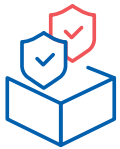
- Largest platform support in the market
- Easy deployment requires no coding to install or deploy
- Direct line of sight to all sensitive data exposure risks
- Single pane view for immediate sensitive data management and reporting

100% of organizations that use patented PK Discovery find sensitive data they didn't know existed in their data repositories and endpoint files.



## Discover All Sensitive Data

- Automated data discovery across structured, unstructured, and semi-structured data
- Utilize more than 100 out-of-the-box policy templates for PII, PCI, HIPAA, and GDPR elements, or define advanced custom policies
- Advanced algorithmic recognition of personally identifiable information at the element level
- Perform continuous discovery from legacy servers to cloud migrations
- Close sensitive data discovery gaps to prepare for audits and minimize breach data exposure
- Discover sensitive data in due diligence to avoid exposure in acquisitions



POLICY  
TEMPLATES



PERSONAL  
INFORMATION  
RECOGNITION



LEGACY  
DATA  
DISCOVERY

## Index Personal Identifiers and Create Full Identities

- Locate and index personal identifiers of individuals at any time, no matter where or how often they present
- Build correlated and indexed identifiers across all stores and endpoints to create all-encompassing identities for any data governance need, including DSAR response



“[PKWARE] was easily implemented, and facilitated data discovery as well as complex, custom cross-system masking and synchronization.”

IT Director  
Medium Enterprise Consumer Services Company

### PK Discovery is Indispensable To Data Stewards:

- Chief Technology Officer (CTO)
- Chief Data Officer (CDO)
- Security Officer (CISO)
- Chief Compliance Officer
- Chief Information Officer (CIO)
- Chief Marketing Officer (CMO)
- Data Protection Officer (DPO)
- Digital Risk Officer (DRO)

Stakeholders use PK Discovery so their organizations can deserve customer trust and avoid negative consequences—with often irreversible damages—to both brand and bottom line.

## Key Data Regulations and Mandates Covering Use of Personal Data

- Payment Card Industry Data Security Standard (PCI DSS)
- Health Insurance Portability and Accountability Act (HIPAA)
- The European Union's General Data Protection Regulation (GDPR)
- The California Consumer Privacy Act (CCPA)
- The California Privacy Rights Act (CPRA)

And dozens of others around the world, all concerned with assuring financial, health, and personal data privacy.



PKWARE  
gives you the  
confidence  
to act on data  
in the best  
interests of your  
organization  
and the people  
who entrust you  
with their  
data.

## PK Discovery Can Find All This Personally Identifiable Information . . . and More

- Full Name
- Alias
- Last Name
- First Name
- Maiden Name
- Driver's License Number
- License Plate Number
- Passport Number
- Employment Information
- Taxpayer ID
- Insurance Number
- Geographical Indicators
- Street Address
- Zip Code
- City
- State/Province
- County (location, movement)
- Device Serial Number
- Device Identifier
- Medical Record Number
- International Identification
- Place of Birth
- Date of Birth
- SWIFT Code
- Financial Account Number
- Credit Card Number
- Financial Information (e.g., salary, account balance)
- National ID Number
- URL
- IP Address
- Email Address
- Certificate/License Number
- Fax Number

## Integrated Discovery for Improved Protection



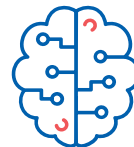
EXTENSIVE  
PLATFORM  
SUPPORT



SCALES TO  
ANY COMPANY  
SIZE



UNLIMITED  
SCANNING



MACHINE  
LEARNING

[ 1000 ]  
[ 1001 ]  
[ 1011 ]  
[ 100% ]

ELIMINATE  
FALSE  
NEGATIVES

# The Broadest Support in the Market

- Relational Databases (RDBMS) and Structured Data Store
- Data Warehouses
- Big Data Hadoop Platforms
- NoSQL Databases
- Cloud Object Stores
- Inflight Data Transfers
- On-Premises File Servers
- Endpoints
- File Servers

- Amazon Aurora
- Microsoft SQL Server
- Green Plum
- MySQL
- IBM Db2
- IBM Db2 for z/OS
- IBM Power Systems (AS/400)
- Oracle
- PostgreSQL
- Sybase MariaDB
- Amazon Redshift
- Google BigQuery
- IBM Netezza
- Teradata
- Amazon Elastic MapReduce (EMR)
- Cloudera
- Google Cloud Dataproc
- Hortonworks
- MapR
- Microsoft Azure HDInsight
- Cassandra
- Amazon Simple Storage Service (s3)
- Google Cloud Storage
- Microsoft Azure Blob Storage
- Microsoft Azure Data Lake Storage
- Via API Library
- Linux
- Microsoft Windows
- Windows
- macOS
- Ubuntu
- CentOS
- Windows Server
- Ubuntu
- CentOS

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