

# Case Study: Privacy Exposure Assessment

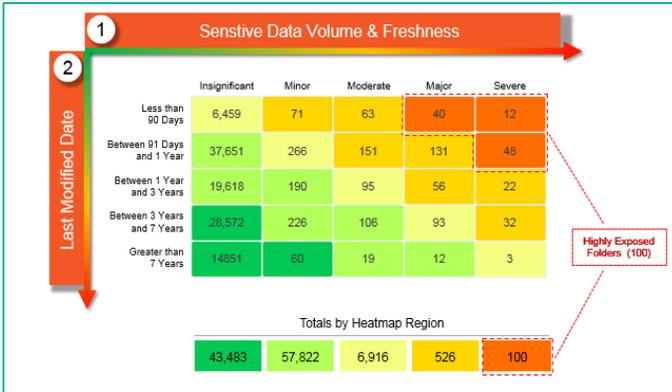
## Client: Leading Retail Organisation



### Business Challenges

In preparation for the new Mandatory Data Breach Notification Laws a Leading Australian Retailer wanted to perform a qualitative risk assessment around their Personally Identifiable Information (PII) and Payment Card Information (PCI). The retailer wanted to understand the quantity of sensitive data stored within it's large complex databases and unstructured environments. The client had previously completed a high level assessment to gauge which data assets stored sensitive information, however to comply with new laws the retailer wanted to further understand the sensitive data's freshness, age and total risks around potential data breaches.

#### Data Privacy Heatmap



### Our Solution

InfoCentric was engaged to provide a detailed Privacy Exposure Assessment across the retailers structured and unstructured Data Repositories. The Assessment was led by InfoCentric's Risk and Privacy expert and leveraged Alex Solutions, Intelligent Scanners to capture, catalog and visualise the information assets. InfoCentric created a detailed Privacy Exposure Assessment report, which provided a high level summary, key findings, next steps recommendations and also enabled the Retailer access to the Alex interface containing:

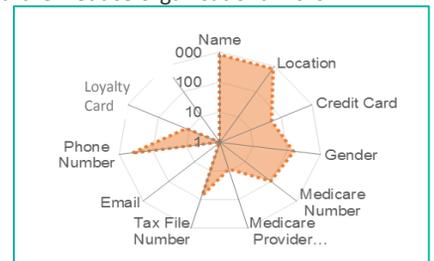
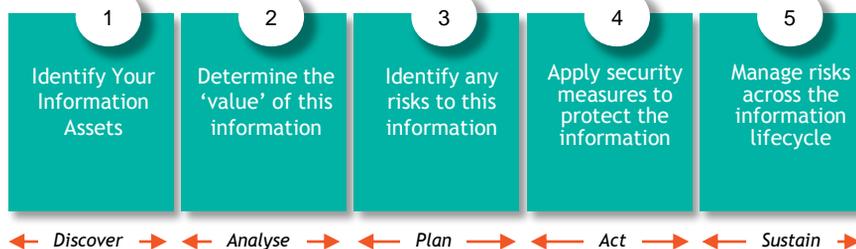
- A catalog of all information assets scanned
- The sensitive data quantity for each information asset
- Data flows between information assets
- Profiles of the data identify the sensitivity types and volume
- Usage, age and freshness statistics
- Total asset exposure ratings.

Key Findings: Out of ~13,500,000 files scanned ~30% contained sensitive data

### Business Benefits

- ✓ Ability to comply with new Mandatory Data Breach Reporting Legislation before laws come into play in Feb 2018
- ✓ Increased understanding and visibility into the sensitive data across databases and network directories
- ✓ Accurate classification of sensitive data to aid remediation efforts
- ✓ Optimised decisions relating to controls, reduced risk of sensitive data exposures
- ✓ Identified opportunities to perform consolidation, de-identification and further reduce organisational risks.

### OUR RECOMMENDED DATA SECURITY RISK PROFILING APPROACH



### Engage with InfoCentric

Find out how InfoCentric can help you gain more insight into your organisation's information today.

Ground Floor East, 101 Collins Street, Melbourne VIC 3000

T. +613 9650 1000  
E. info@infocentric.com.au

infocentric.com.au

