



Overview

VGS Securing PII

[Offloading PII Data Privacy And Protection](#)
[Challenges Securing PII Data](#)
[Offload PII Data Protection and Compliance. Grow Your Business.](#)
[VGS Zero Data Platform](#)
[Secure PII Collection and Aliasing](#)
[Reduce PII Data Compliance Complexity](#)
[VGS PII Data Protection Highlights](#)

Offloading PII Data Privacy And Protection

WHILE MEETING COMPLIANCE AND GROWING YOUR BUSINESS

Protecting personally identifiable information (PII) and meeting compliance for regulations such as GDPR, CCPA, and GLBA is a challenging task and often requires diverting critical resources away from revenue-generating projects. Misusing or losing PII can result in stiff fines, financial loss, and damage to your company's reputation.

Challenges Securing PII Data

Knowing what data is considered PII is a challenge, as most regulations are vague on this point. PII is any information that can be used to identify a specific individual (including consumers and employees).

- PII can include:**
- Individual's name and birthdate
 - Email addresses, login IDs, and IP addresses
 - Social security number
 - Driver's license number
 - Many other pieces of information

Another significant challenge is the lack of prescriptive guidelines explaining what safeguards or controls are needed to protect PII. This lack of specificity makes it challenging to securely collect, process, store, and disseminate PII.

For example, PII can be emailed in cleartext. PII can also be exposed when a customer provides their home address to a customer service representative. Even web forms carry some risk of exposing PII. For instance, customers may unknowingly enter personal information into a web form infected by malicious JavaScript.

Storing PII in your environment also has its challenges, requiring research and investment in encryption technology, deployment of strong access controls and other data protection solutions, as well as continuous monitoring and management of your security infrastructure.

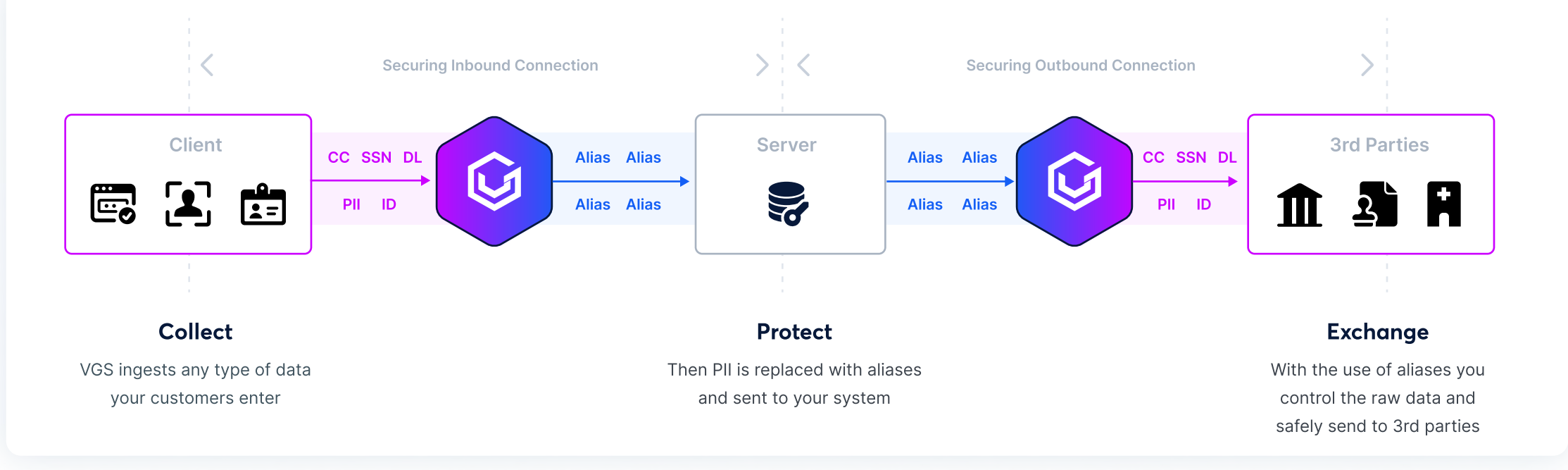
Offload PII Data Protection And Compliance. Grow Your Business.

Rather than tackle PII data protection and compliance on their own, companies turn to Very Good Security (VGS). VGS helps customers unlock the value of their PII without the associated risks and costs by offloading PII data protection and compliance to VGS.

With VGS, you can reduce PII data loss and compliance scope while operating on your PII without having to secure and hold the information yourself. You're also able to shift critical resources to grow your business.

VGS Zero Data Platform

VGS Zero Data Platform securely collects, stores, and sends PII, which has been replaced with aliases.

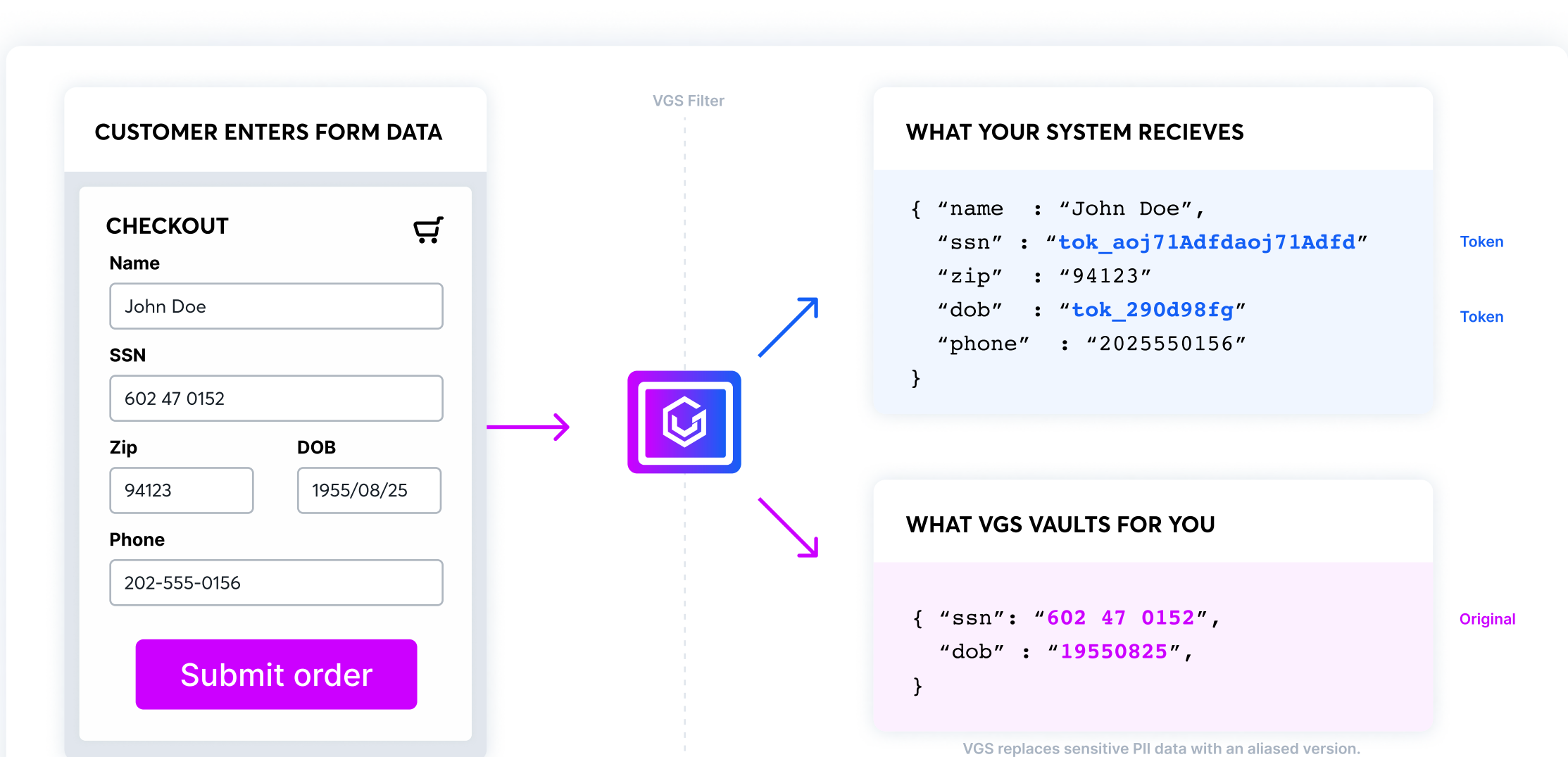


Secure PII Collection And Aliasing

With VGS Zero Data Platform, PII is securely collected and aliased before it ever touches your systems. VGS aliasing supports multiple collection methods, including web forms, emails, and IVR.

VGS provides multiple methods to collect sensitive PII, including:

- Web forms
- SMTP emails
- IVR
- HTTPS or SFTP protocols
- SIP and VOIP
- Edge Integrations
- Vault API
- Native iOS and Android SDKs
- Third-Party Integrations such as Netlify



Secure PII Storage

Your aliased data is stored securely in VGS Vaults and encrypted with AES-256-GCM and state-of-the-art key management. Access to data within your vault is subject to controls based on configuration and programmatic authentication.

Secure PII Exchange

VGS Zero Data Platform allows you to share PII with other third-party companies securely. On outbound requests, VGS re-inserts the original PII in place of aliased data in real time.

Reduce PII Data Compliance Complexity

VGS Control simplifies and accelerates compliance by automating key workflows, including identifying PII, implementing and enforcing controls, evidence collection, and audit reporting. In addition, VGS Control automates policy creation – including data privacy acceptable use policies. VGS Control also provides a dashboard to monitor compliance status.

VGS Control interprets vague data privacy and protection compliance frameworks and identifies the right security controls for your organization. It also seamlessly integrates with VGS Zero Data Platform and the rest of your technology stack to provide end-to-end PII data protection.

VGS PII Data Protection Highlights

Benefits of using VGS Zero Data

- ✓ Operate on your PII without having to secure and hold it yourself
- ✓ Reduces operational and infrastructure costs of protecting PII by up to 50%
- ✓ Obfuscates PII by aliasing information
- ✓ Securely stores anonymized PII in VGS Vaults protected with strong access controls
- ✓ Protects PII at rest and in motion
- ✓ Provides data lineage information about who accessed PII
- ✓ Addresses physical access safeguards - PII never touches your systems
- ✓ Automates PII compliance workflows

For more information about how VGS can offload your PII data privacy protection and compliance burden, visit us at www.verygoodsecurity.com

"We're saving anywhere from \$150k to \$250k, not including the recurring expenses to stay up to date with compliance."

Bryan Uribe, Yofii Inc, CEO and Founder

"VGS offers us more employee bandwidth to solve business problems, less liability, and less to worry about."

Doug Lauer, CTO United Naturals