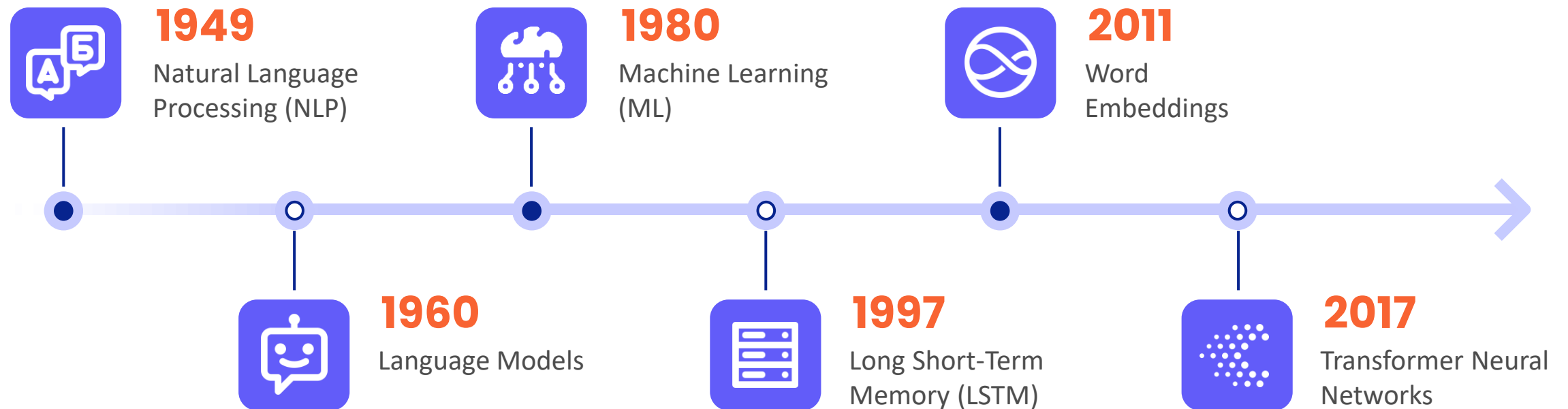




AI and Machine Learning: Old News, New Tricks



So, why all the **Hype?**

AI Now Has the Power to Innovate



**Automate
redundant
tasks**



**Customer
service
chatbots**



**Fast food
robots**

Not Just a Force for Good



More convincing
phishing attacks



Propaganda and
disinformation



Deepfakes



Data leakage

What Does This Have to Do with Data Security?

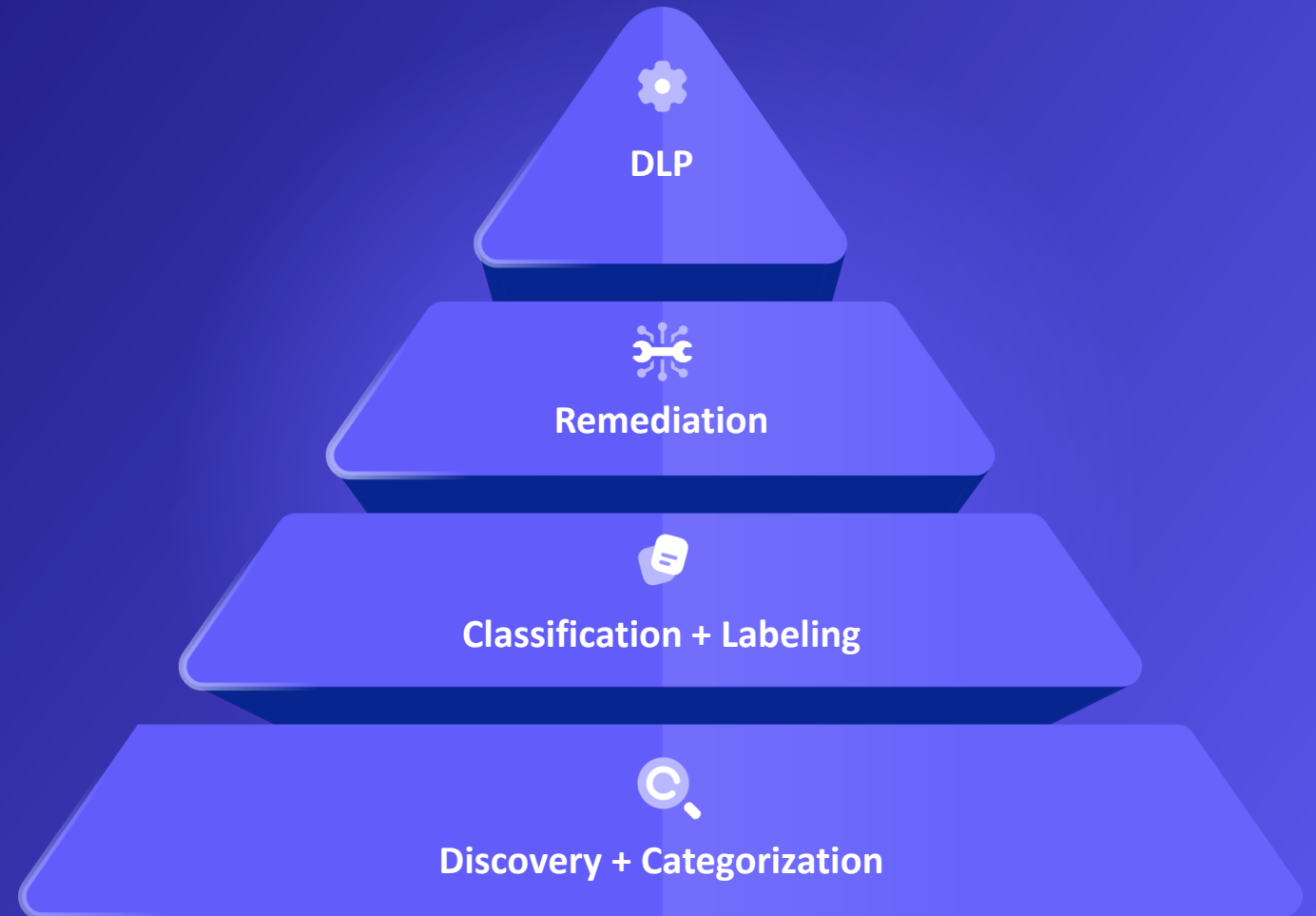
Data Security: The Struggle Is Real

So far, the solutions on the market
have overpromised and
underdelivered

And here's why



DLP First Fails Every Time



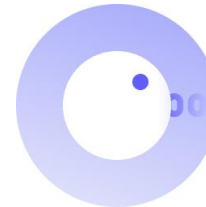
Your Tools Want You to Do the Heavy Lifting



Complex rules



Regular expressions



Data samples to train its
model

Discovery Without Context is Pointless

Without context, basic questions cannot be easily answered



Data Governance

- What is this data?
- Is it where it's supposed to be?
- Who is responsible for this data?



Data Security

- What kind of data is at risk?
- Where should I focus my remediation and protection efforts?
- How can I accurately classify my data?

So, What Happens?

Legacy approaches are **unreliable and painful** to manage

Most tools focus solely on PII/PCI and PHI and **ignore critical data** such as:



Proprietary information



Chemical formulas



Patent information



Marketing and expansion plans

AI Is the Game-Changer

Data Security Needed

How Does It Work?



Natural Language Processing

Defines the problem



Transformer Neural Networks

Solve the problem



Large Language Models

Apply the solution to general meaningful text/answers

What Sort of Document Is This?

JORDAN JACOBS

(H) 555 555 555 • (C) (555) 555-5555 • jordan-sample@example.com • Houston, TX 85054

PROFESSIONAL SUMMARY

Dedicated and focused data entry clerk who excels at prioritizing, completing multiple tasks simultaneously and following through to achieve project goals. Experienced with processing title work collections and delinquent accounts. Seeking a role of increased responsibility and authority.

WORK HISTORY

Mar 2017 - Current
Houston, TX

Lead Data Entry Clerk / Easy Money EMG

- Lead a team of 10 and manage data entry tasks with 100% of accuracy and efficiency.
- Review and update correspondence files and database information from 25 clients to maintain accurate records.
- Maintain ongoing communication with relevant departments to confirm accurate data delivery, reducing errors by 45%.
- Manage workflow scheduling, data entry and accuracy verification for six large data projects.

Jan 2015 - Mar 2017
Houston, TX

Data Entry Clerk / Cycle World

- Produced five monthly reports using advanced Excel spreadsheet functions.
- Organized forms, made photocopies, filed records and prepared correspondence and reports.
- Assisted with receptionist duties, file organization and research and development.
- Obtained scanned records and upload them into the database.

Jun 2014 - Dec 2015
Houston, TX

Data Entry Intern / Upwork

- Entered numerical data into databases with speed and accuracy using a 10-key pad.
- Sorted over 500 documents and maintained an organized filing process.
- Verified data files prior to entry to maintain high data accuracy.
- Scanned documents and saved in database to keep records of essential organizational information.

SKILLS

- Database management
- Dedicated team player
- Report development
- Professional and mature
- Accurate and detailed
- Word processing

EDUCATION

2017
Houston, TX

Bachelor of Science in Business Administration
University of Texas Health Science Center Houston

2013
Houston, TX

High School Diploma
Kipp Houston High School

What this means for you

How would a semantic understanding of your data change your approach?



Data Governance

- Retention
- Duplication
- Lifecycle



Data Security

- Access control
- Activity monitoring
- Data loss prevention

Generative AI Is the New Office Superstar



Gemini Grok

But it's highlighting long-standing issues with data governance

Users often have more access than they need

Microsoft Copilot understands and respects classification labels

But What About DLP?

Rule-based detection methods are neither accurate or reliable



Contextual discovery can place accurate labels on files



DLP policies can be simplified by having them take action based on the label



Why Concentric AI?



Comprehensive Discovery & Remediation, Powered by AI

No rules, no regex, built-in
remediation, powered by Gen
AI



Visibility Across Your Entire Enterprise

Structured, semi-structured, and
unstructured data both on-
premises and in the cloud



Complete Operationalization

Complete offering to help
operationalize your data security
journey

Three Fundamental Questions



What is my data?

How much PII, PCI, PHI, CUI, or other regulated data do I have?

Do I have IP or other business critical data?

Do I have stale or duplicate data?



Where is my data?

Do I have visibility across my entire enterprise?

Is shadow IT, personal sharing, and storage a problem?

Is data where it should be?



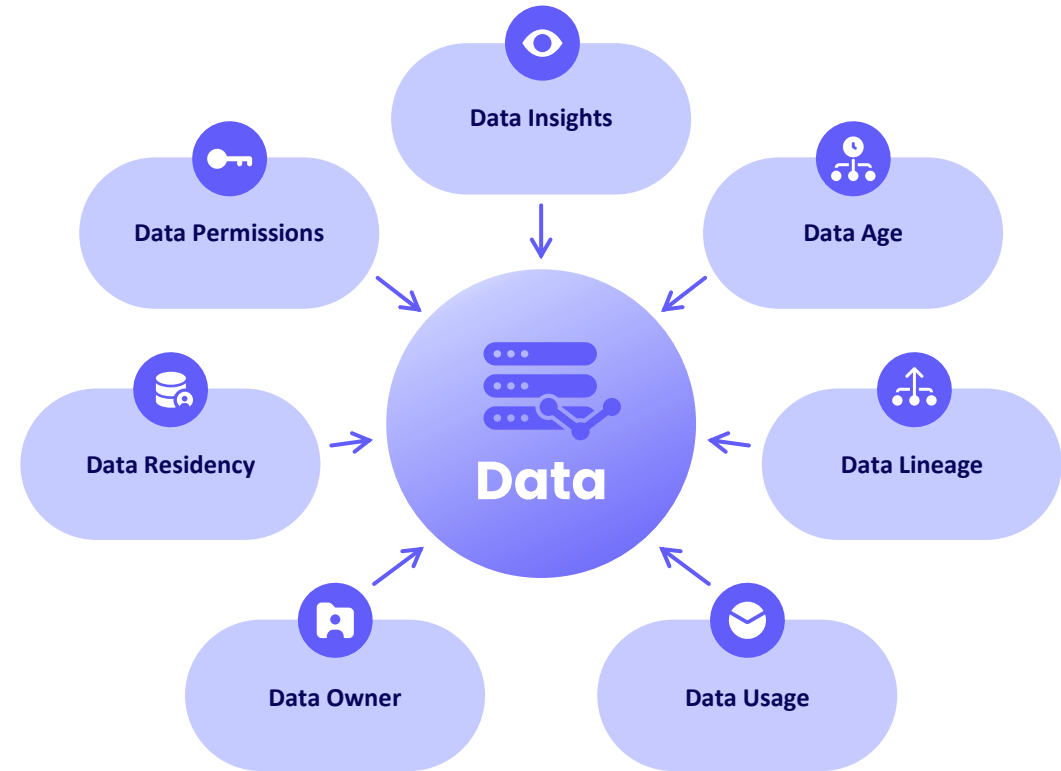
Who has access?

Internal employees without business need to know?

External and/or third-party users?

Dormant users or employees leaving the business?

How Concentric AI Enriches Data with Context



Context Is King

True data context, powered by AI, finally provides the answers



Data Retention/ Duplication

All business data (legal, finance, HR, sales, operations, etc.) is accurately categorized

- Easy to know who is responsible for the data
- Easy to map categories to retention requirements for different types of data
- Easy to involve the correct business stakeholder in the process of governing their data



Data Security

Comprehensive contextual view of your data landscape

- Risks to critical business data easily identified
- Remediation efforts are focused, targeted, and efficient
- Data classification is accurate and based on data context
- DLP policies are streamlined and more simple

Some Of Our Common Use Cases



Find PII/Privacy AND Business Critical Data

Autonomously discover PII, business critical data, and other sensitive data without rules or training



Satisfy Compliance Regulations

Meet data security controls for various regulations, including PCI 4.0, CUI, HIPAA, NIST, SOX, SOC2, etc.



Remediation + Data Minimization

Easily delete, move, and copy stale or duplicate data by category and clean up permissions



Augment & Enable DLP (Data Loss Prevention)

Discover, categorize, and classify data, enabling true DLP with high fidelity



Protect Gen AI Technology Rollouts

Ensure appropriate inputs, classify and control outputs, prevent data leakage



Data Flow, Mapping, and Lineage

Understand how data moves through your enterprise with full context

Thank You