

Nullafi Data Loss Prevention

The future of data protection is here — and it's dynamic.

Nullafi is a next-generation DLP solution that:

- Automates data hygiene through patent-pending “data cycling”
- Provides early data breach and threat detection
- Accelerates and simplifies incident response and remediation
- Increases data portability across country lines and regulatory regimes
- Protects user privacy

DATA BREACHES ARE INEVITABLE. BUT NULLAFI'S NEXT-GENERATION data loss prevention (DLP) solution helps ensure hackers and other data thieves don't steal anything of value.

Nullafi is purpose-built to protect any kind of sensitive or regulated data, at rest or in transit. It strips your critical data of identifying characteristics, rendering it useless to adversaries. However, the desensitized data remains usable to authorized parties inside and outside of your organization.

Nullafi is also dynamic: The solution's **on-demand or continuous data cycling** lets you refresh some or all of your aliased data at any time, without disrupting your business. And you can return your data to its original form whenever you need to, quickly and easily.

Nullafi is made for any business that needs to use sensitive or regulated data.

Companies in any industry — including financial, healthcare, utility, travel and industrial — can use Nullafi to protect their critical data. The solution also helps businesses comply with stringent data security and privacy standards, such as the General Data Protection Regulation (GDPR), the Health Insurance Portability and Accountability Act (HIPAA) and the California Consumer Privacy Act (CCPA), among others.

Nullafi makes data useless to hackers and other data thieves — but not to your business.

A New and Novel Approach to DLP, Without Limitations

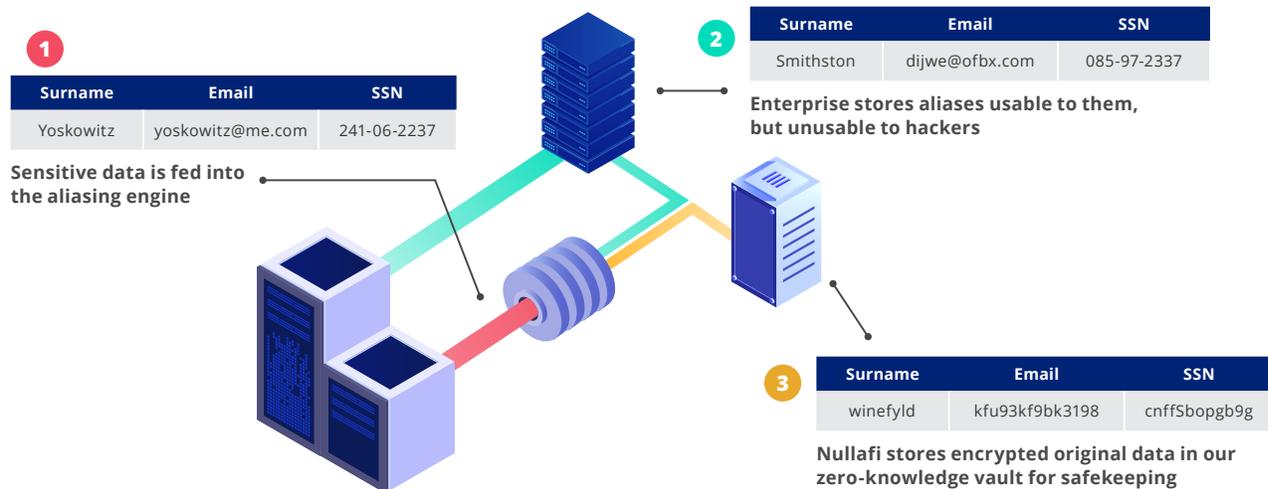
Nullafi's patent-pending technology brings together the best of tokenization, encryption, masking, and data monitoring to deliver a new and novel approach to DLP. Nullafi offers much more than even the most powerful tokenization and encryption solutions alone can provide:

	Benefit	Nullafi	Tokenization	Encryption
Patents-Pending	"Data Cycling"	+		
	Automatic Data Usage Monitoring	+		
	Loss Alerting with Diagnostics	+		
	Automatic Remediation	+		
	Easy retrofitting to legacy systems	+	+	
	Low developer burden	+	+	
	No data collision	+		+
	Independently usable while protected	+		
	Easy external integrations	+	+	

Nullafi works with technology you already use — but enhances your defenses.

A simple API integration is at the core of Nullafi's next-generation DLP technology, which is built to AWS GovCloud standards. Our API calls, plus our SDKs for most languages, make it easy to implement our solution and alias your critical data, regardless of the framework you use.

Nullafi can be pointed toward protecting data as it is entered, or data that already lives in your system. The Nullafi SDK encrypts the data before sending it to the Nullafi API. It then re-encrypts the data within our zero-knowledge vault in the cloud (or on-premises). The result: You don't send us sensitive data in any format that we could use or lose, and we have zero knowledge of what your true data looks like.

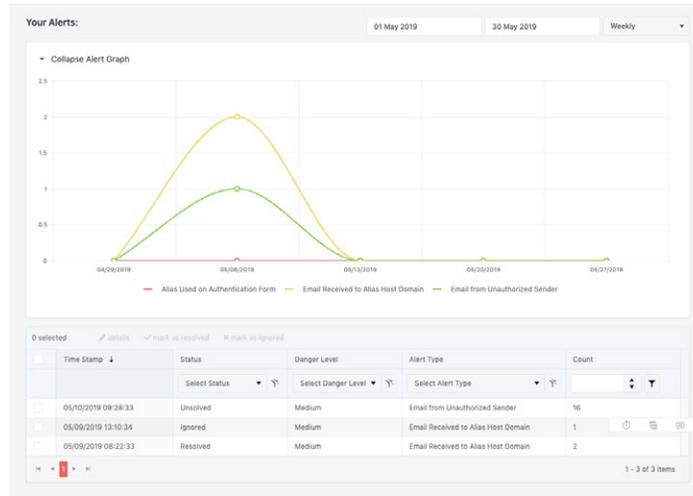


You can also use Nullafi to segregate aliased data into vaults, allowing for convenient retrieval of select data for analysis. The vaults can reside on-premises or in our hyper-secure cloud (AWS), depending on your business and compliance needs. And because each vault in Nullafi has its own key, data security is further multiplied.

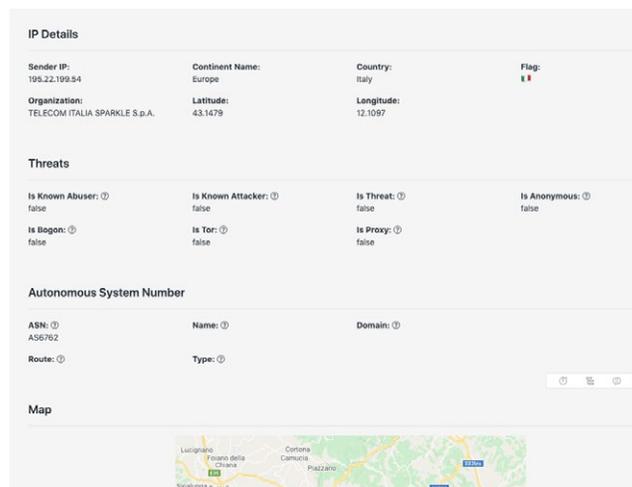
Faster Incident Response, Remediation and Investigation

Nullafi also helps to ease the burden on your security teams in several ways. For example, when aliased data is compromised, Nullafi's automatic security alerts can detail the type of incident as well as the level of the risk, when the incident took place, and the number of occurrences observed.

New aliases are date and time-stamped down to the second in Nullafi, so you'll know the exact time window when a specific alias was in use. Nullafi's Sender Whitelist and detailed view of authorized user activity provide even more insight into who was in your environment and when.



When an incident occurs, security teams can quickly and easily drill down to view specific details about the threat — including the attacker's IP address, organization, Autonomous System Number (ASN), geolocation details and more. Nullafi also provides insight on whether the adversary is a known attacker. The solution can even recreate quarantined emails in JPG format for safe viewing.

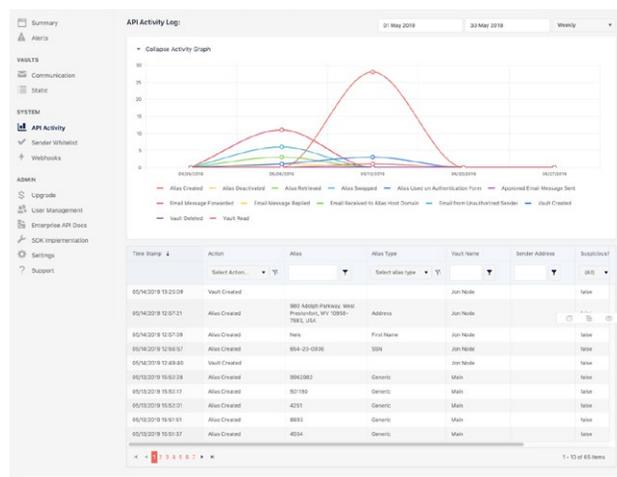


Data cycling in Nullafi strengthens diagnostic and remediation capabilities. Following a security incident, you can generate "fresh" aliases almost instantly. And by choosing to update aliases automatically on a regular or irregular schedule, your business can perform proactive "data hygiene."

Dynamic DLP That's Easy to Use and Maintain

Your organization's data, and data security needs, are always changing — so Nullafi is built to be dynamic, too. Nullafi's patent-pending data cycling lets you refresh any or all of your aliased data at any time, giving you the upper hand in protecting your sensitive data — even after your business has suffered a breach. And Nullafi's user management tools let you activate or deactivate authorized users of aliased data (including third parties), define roles, and track alias and user activity whenever you need to, right within the platform.

With Nullafi's intuitive dashboard, you can closely track alias and vault activity, access the tools to create, deactivate and retrieve aliases, monitor security alerts, jump to the Sender Whitelist, contact technical support, access enterprise API documentation, and more. And, even when you're not actively using Nullafi, the solution is still hard at work protecting your business and its critical data.



Are you ready to experience next-generation DLP?

Nullafi is more than a DLP solution — it's a truly different, modern approach to data security that keeps critical information safe and off-enterprise, without undermining your business productivity or your employees' or customers' experience.

The solution is easy to implement, with several SDK implementation options: NodeJS, C#, Java, PHP, and Python. It also has unlimited scalability. That means Nullafi can change and grow along with your organization's evolving data security and business needs. Plus, because Nullafi features a flat-fee pricing model within broad usage brackets and is not transactional-based, you can easily predict and control your costs and stay on budget.

Nullafi was named Winner of the "Cybersecurity Company of the Year, 2019" award from CIOReview.

About Nullafi

Nullafi enables enterprises to scalably, securely, and cost-effectively strip personal records of identifying characteristics in order to mitigate the impact of data breaches.

Unlike standard tokenization or encryption, Nullafi's technology preserves the usefulness of the desensitized record for your internal business processes, and can never be reverse-engineered by a third party.

For more information, visit nullafi.com or contact us at sales@nullafi.com.