

# Information-Centric Security: Better Defense Against Data Breaches

Data loss is more common than ever, and traditional security approaches can let you down



In 2016, breaches exposed **1.1 billion identities**—  
**double the number in 2015.**

“2017 Internet Security Threat Report,” Symantec



Nearly **1 in 3 IT security executives** believes data loss is the greatest internal threat to businesses this year.

Symantec survey



Instead of focusing on just the network perimeter, user, or device, there's a better way to prevent breaches: **Symantec's information-centric security approach protects the data itself.**

## 3 Common Mistakes That Increase Your Risk of Data Breach

1

### Data out of sight

When it ends up in places you don't expect, data can easily fall into the wrong hands.

2

### Poor data policies

Without clear policies, you can't apply consistent protection. Many companies either don't have a data policy or don't know how to put one into practice.

3

### Excessively complex protection

Unwieldy security processes lead users to take shortcuts—and this bypasses protection.



### Do you use unique, strong, and rotating passwords for all your accounts?

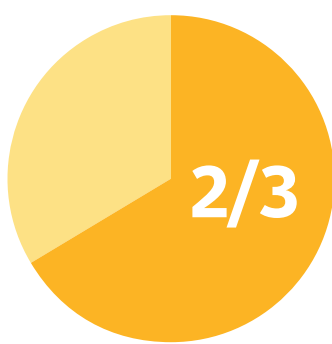
To do so would mean you would have to memorize the equivalent of a **600-digit number every month.**

UK National Cyber Security Centre



With greater visibility, analytics, protection, and control, **information-centric security** cures the data breach epidemic.

## Automatically Identify Sensitive Data, Follow It, and Protect It Wherever It Goes



**Two-thirds of security professionals** can't accurately and completely monitor where their organization's sensitive data resides.

Ponemon Institute



Engaging with partners, customers, and suppliers today means sending data beyond firewalls. **Information-centric security** from Symantec protects sensitive data, even in unmanaged environments:



Encrypt and exchange data securely across multiple locations, users, and devices.



Monitor exactly when and where your data is accessed—and who is doing it.



Dynamically alter or revoke access for third-party users at any time.

**Data is free to flow anywhere** yet remains firmly in your control, regardless of device, location, or the user's affiliation.

## Be Confident in Today's Data-Sharing Business Environment

**Information-centric security from Symantec is the complete package:**



Data loss prevention



Data classification



Data analytics



Encryption



User authentication

Stop fearing data breaches.  
Get better defense with **information-centric security**.  
Call a sales representative today: **(866) 302-2628.**

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