

# Data Loss Prevention and Protection

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## DATA LOSS PREVENTION AND SECURITY

Data loss prevention (DLP) is the process of identifying and averting potential data breaches, data exfiltration, or the destruction of crucial data. Ideally, DLP helps organizations detect and prevent data breaches. In addition, DLP solves three primary objectives: business and personal data protection/compliance, data visibility, and protection of intellectual property (IP).

Organizations that collect and store personal data — PHI (protected health information) or card payment information — are expected to comply with legislation, such as the Health Insurance Portability and Accountability Act (or HIPAA) that requires the protection of confidential data (Edemekong & Haydel, 2020). The DLP can assist in the identification, classification, and tagging of sensitive data, and track activities or processes related to the data.

Also, DLP assists those organizations with crucial intellectual property or trade secrets that may jeopardize their financial health or going concern if such information is stolen. Various DLP solutions, such as the Digital Guardian that utilize context-based classifications, can aid in classifying IP in structured and unstructured formats (Bloomberg, 2020). This classification allows organizations to enhance the safety of their data and comply with regulations or established standards.

For organizations that strive to acquire extra visibility in regards to data movement, DLP can prove vital. I.e., through an enterprise DLP solution, an organization can view and monitor data on networks, cloud, and endpoints (Broadcom, 2020). The ability to see and track data will provide an organization with visibility, as to how employees are interacting with data.

In the current digital era where the world is interconnected through the internet, it is vital to ensure that effective security measures are in place to avoid data loss. Therefore it is critical for organizations to adopt DLP technologies to protect business and personal data, and to pledge compliance to data visibility and the protection of intellectual property.

## REFERENCES

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