

Data Security for AI



Hakan OZDAMAR

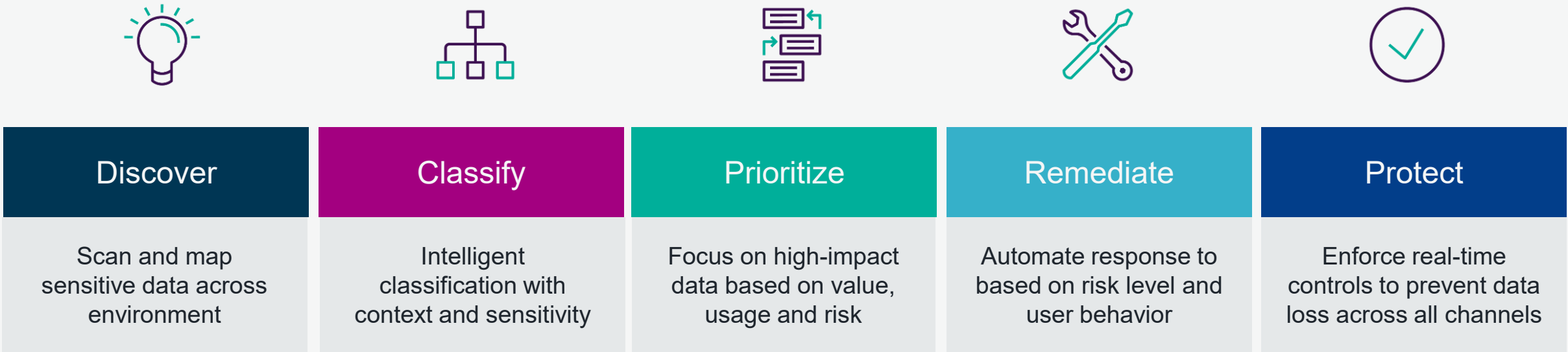
Senior Sales Engineer

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Data is the new oil...



A New Data Security Approach is Required



Proper data security requires these answers, not as a point in time, they are not sequential, but continuously, across all channels

Securely Enable AI

Unlock AI productivity while mitigating data risks

Securely and confidently enable AI innovation



Shadow AI & managing employee access

See which AI apps employees are using and control access so shadow AI does not introduce risk



Control user interaction

Allow employees to use approved AI apps while stopping sensitive uploads, downloads, and risky prompts



Data access guardrails

Make sure AI assistants can only access approved data while sensitive repositories stay protected



Monitor & report AI usage

Track who, what, and when sensitive data was shared in AI apps to deliver compliance-ready insights

The average company
uses 20-90 unique AI apps
every week

- Forcepoint¹

Business Outcomes

Unlock AI productivity
without risk

Prevent regulatory
non-compliance

Easily enforce company
policies around AI

Prevent data loss

Forcepoint

Email Search
Access Governance

Structured Data

Database Discovery
Column Search
Table Search

Endpoint

Overview
System
Tagsets
Plugins
Custom Rules
Download

Analytics

Policy Center

Compliance Hub
Data Register
Controls Orchestration

ROT Data

Data Compression
Schedules

DATA RISK

Financial Data At Risk

Ransomware Exposure

HR Data At Risk

Data Risk Assessment

Data Ownership

Unprotected Data

Data Risk Management

Executive Data At Risk

High Risk Users

Analytics

High Risk Users

Identifies users with excessive permissions or abnormal access patterns, enabling organisations to mitigate insider threats and enforce least privilege access policies.

ADD FILTER

Reset

EDIT WIDGETS

EXPORT PDF

User Overview

USERS
113

GROUPS
85

Files at Risk

HIGH RISK
638

MEDIUM RISK
131

Overexposed Data

SENSITIVE PUBLICLY
165

CRITICAL 3RD PARTY
165

CRITICAL INTERNALLY
311

UNPROTECTED
769

Identity Access Management Remediations

OUTDATED PASSWORDS
99

INACTIVE ADMIN
11

ADMIN OUTDATED PASSWORDS
20

INACTIVE USERS
92

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Critical Dormant with Third Party Access
By Internal User

Confidential Files
By Source and Trustee

SMB
Total entities: 5.9K
Administrators
5.8K

CHAT_GPT
Total entities: 1.1K
kdubey@getvisibility.com
1.1K

SHAREPOINT_ONLINE
Total entities: 791
Forcepoint SE DSPM
Demo Members
574

ONEDRIVE
Total entities: 1.1K
Miriam Graham
497

BOX
Total entities: 416
Admin
416

GOOGLE_DRIVE
Total entities: 169
Brett Edelen
169

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UNOWNED CRITICAL DATA
3.1K

No Ownership Identified
by Data Location

Win File Server

NetApp

Zyfhk OneDrive at rest

Forcepoint SharePoint Online

Box

Bob Loblaw OD

GoogleDrive

RJ MacReady OD

Homer Simpson OD

Zyfhk Onedrive streaming

63% (2K)

15% (458)

7.2% (225)

5.1% (160)

4.1% (128)

3.6% (112)

1.5% (46)

0.22% (7)

0.22% (7)

0.096% (3)

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LLM DATA

Gen-AI Oversight

Gen-AI Readiness

CUSTOM BOARDS

Structured Data (In Progress)

Executive Dashboard

PII Specific Dashboard (Global ID Numbers)

PII Specific Dashboard

Analytics

Monitors GP I deployments and user activities, providing insights into file uploads, chat usage, and potential risks associated with AI-driven operations.

ADD FILTER

Reset

EDIT WIDGETS

EXPORT PDF

GPTS DEPLOYED

0

FILES UPLOADED

132

GPT ACTIVITY IN THE LAST 24 HOURS

0

NUMBER OF CHATS

0

USERS

0

ACTIVE USERS

0

ADMIN USERS

0

GPT Access by User

120

100

80

60

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Gen-AI Readiness

Evaluates a company's readiness for adopting GenAI by analysing the availability and sensitivity of data that could be used for AI training or RAG applications.

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EXPORT PDF

Sensitive Client Data by Detector Hits

Confidential Client Data

Customer Information

Lists

office file

Bank Statement

Business Development Documents 2

HAS EMAIL

PCI Soft Filter - Discover CC

Hungary Social Security Number

Confidential Client D... 12% (13)

Customer Information 12% (13)

Lists 12% (13)

office file 12% (13)

Bank Statement 8.5% (9)

Business Developme... 8.5% (9)

HAS EMAIL 8.5% (9)

PCI Soft Filter - Disc... 8.5% (9)

PII Soft Filter - Hung... 8.5% (9)

PII Soft Filter - Saudi... 8.5% (9)

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and ensuring compliance.

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Monthly Trends

HIGH RISK FILES

638

EXTERNALLY SHARED

860

ANYONE LINKS

664

CRITICAL FILES CREATED

1.5K

NUMBER OF FILES

17K

FILES WITH PCI

555

FILES WITH PHI

3

FILES WITH PII

9.2K

CRITICAL FILES

1.5K

SENSITIVE FILES

1.5K

HIGH RISK FILES

638

MEDIUM RISK FILES

131

CRITICAL FILES WITH NO OWNERSHIP

1.5K

SENSITIVE FILES WITH NO OWNERSHIP

1.5K

CRITICAL FILES WITH NO CLOUD CLASSIFICATION

1.5K

SENSITIVE FILES WITH NO CLOUD CLASSIFICATION

1.5K

Forcepoint

Public

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6

AI Security Dashboards

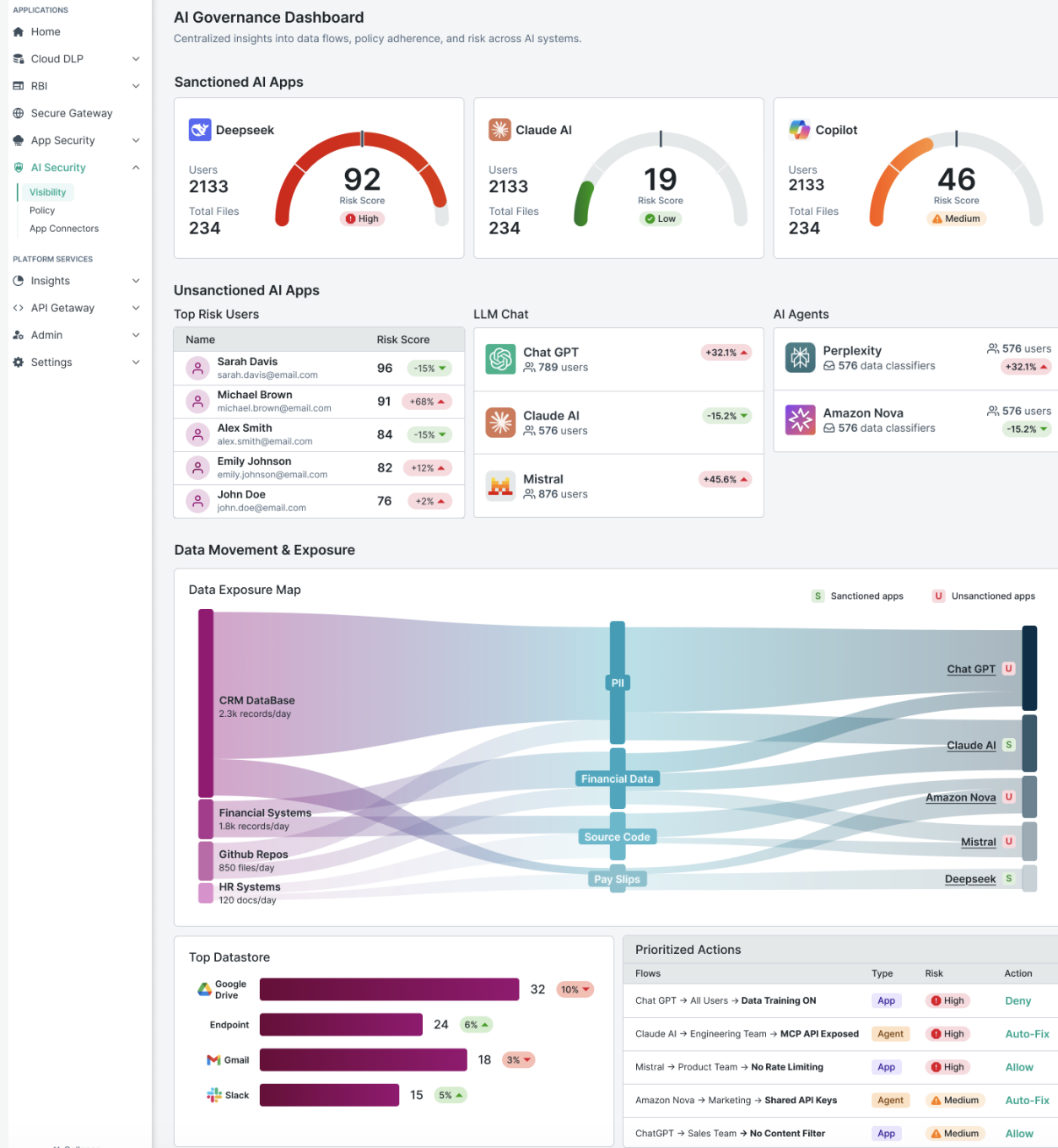
Thin UI layer that creates unified visibility

Unified/Streamlined Experience

- Single-entry point for administrators to view and control AI activity. No need to jump between various products.

Unified Reporting

- Policy audit logs centralized across all enforcement points.
- Event logs from sanctioned and unsanctioned AI apps, aggregated for a unified operational view.



Empower your people and your business with Forcepoint

Forcepoint

Data Security Everywhere

AI | Zero Trust | DSPM | Risk-Adaptive | DLP | Email | CASB | ZTNA | SWG | RBI | CDR | SD-WAN



Increase
Productivity



Cut
Costs



Reduce
Risk



Streamline
Compliance