

# Protect Sensitive Data and Ensure Privacy

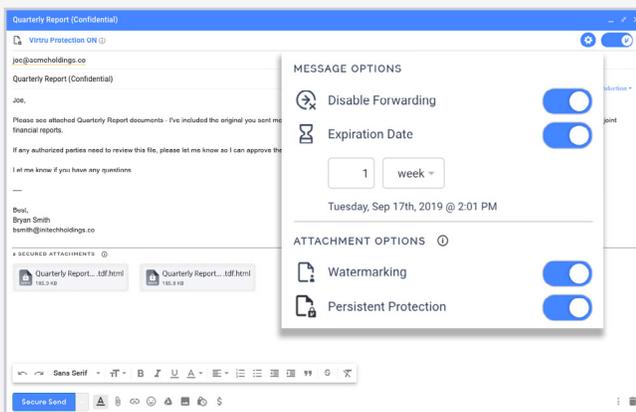
Virtru's end-to-end encryption, granular access controls, and powerful key management capabilities prevent unauthorized access to keep data private, wherever it's shared.

## Integrate Data-Centric Protection into Your Privacy Initiatives

Protecting data from unauthorized access is key to preserving privacy, yet multi-cloud environments and continuous sharing present risks. Cloud misconfigurations, cyber attacks, and third-party data sharing are exposing private data to unauthorized access at alarming rates and volumes. Alongside new regulations such as the EU's General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA), privacy is now a critical business and social issue.

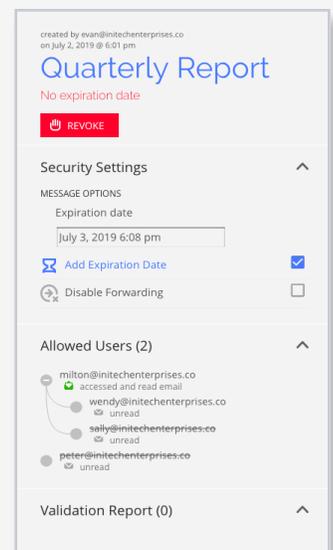
Organizations that take a leading-edge approach to privacy have a crucial competitive advantage in this new landscape. Virtru helps organizations accelerate their privacy initiatives with data-centric protection and persistent controls that prevent unauthorized access.

## Data Protection and Control to Keep Data Private



### End-to-End Encryption & Access Controls

Protect Gmail, Drive, and Outlook with end-to-end encryption to prevent unauthorized access and fulfill GDPR data subject access requests (DSARs) securely. Disable forwarding, set expiration, and revoke access. Watermark files to deter leaks, and maintain persistent control wherever files are shared.



### Granular Audit Trails

View when and where private email messages and files have been accessed throughout their lifecycle, and adapt controls for evolving access requirements.

## Private and Compliant Sharing to Power Innovation and Growth



### Secure Sharing

Protect and control internal and external sharing workflows with employees and partners to maintain privacy throughout collaboration workflows.



### Compliance

Protect private customer, patient, and partner data for compliance with HIPAA, GDPR, PCI, CCPA, and more. Fulfill DSARs under GDPR while maintaining privacy.



### IP Protection

Keep intellectual property (IP) and other proprietary data private to power innovation, grow revenue, and maintain your competitive advantage.

## Proven Platform for Data Privacy



### Trusted Data Format

Open data protection standard for object-level encryption that binds encrypted data to policies and metadata to ensure only authorized users can access protected data.



### Software Development Kit (SDK)

Embed Virtru's data-centric protections into your applications to give your customers, patients, or members ownership and control over the private data you collect and process.



### Key Management

Integrate with existing key management processes and Hardware Security Modules (HSMs). Host your own keys to prevent access by unauthorized third parties and ensure complete control of your private data.



CORPORATE OFFICE  
PROPERTIES TRUST

"Tenant privacy is something extremely important to the business relationship. Virtru helps us protect those relationships and keep our clients and tenants satisfied and secure."

Ken Kurz, VP of Information Technology and CIO, Corporate Office Properties Trust (COPT)



Learn how to accelerate your privacy programs by contacting us today at: [virtru.com/contact-us](https://virtru.com/contact-us)