



The Secuvy Platform for Data Privacy Compliance

Powered by Self-Learning AI



Data Privacy —The Foundation of Trust

Cultivating customer trust is essential for business success, and central to this is data privacy—protecting customers’ personal and sensitive information. This entails not just securing, accessing, and preserving user data—from financial details to personal identifiers—under a framework of global data privacy laws but also providing complete visibility into an organization’s data ecosystem.

Data privacy is the safeguard that ensures an organization meticulously manages and protects an individual’s or entity’s personal information. It serves as a measure of accountability, holding organizations responsible for any mishandling, misuse, or breach of sensitive information, including transaction records and financial statements.

Data privacy is also a regulatory mandate, with each country requiring specific measures to protect its citizens’ data throughout its lifecycle. Each country’s data privacy laws aim to shield its citizens’ data from misuse and illicit activities.

The reality of data privacy extends beyond mere compliance—it signifies a promise to customers that their data, shared for services or transactions, is safeguarded according to the highest standards. By deploying advanced data privacy tools that provide comprehensive visibility, companies prioritize their clients’ security and interests.

Navigating the complex web of data privacy demands more than just intention—it requires a robust, intelligent solution that can adapt to the intricacies of both the data and regulatory landscape. This is where Secuvy enters the picture, offering businesses a dynamic platform built with the power of self-learning AI and enhanced by full data privacy observability.

“Data privacy is a top priority for every enterprise company that handles any type of personal data, but current solutions have not been adequate across several dimensions. The team at Secuvy has taken a forward-looking approach, building a modern, fully cloud-native platform. They can easily scale to meet their customers’ growing and ever more complex needs.”

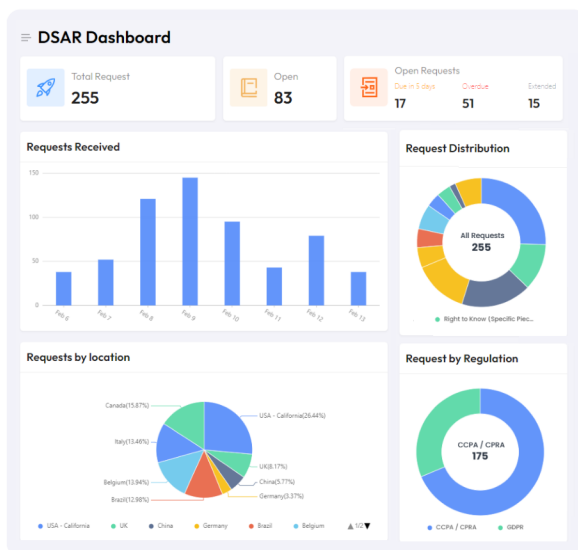
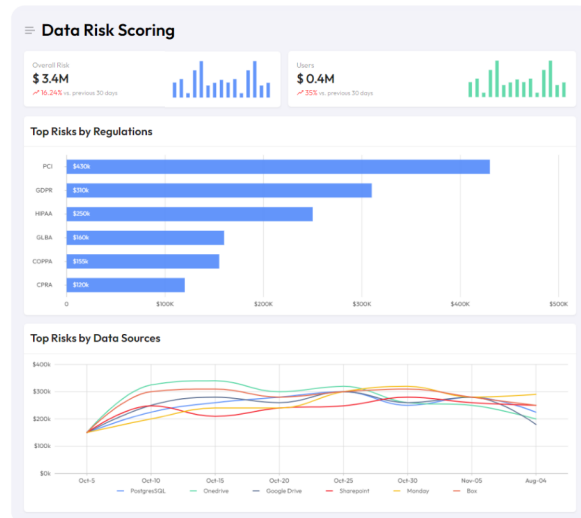
— **Ryan Wexler**
Dell Technologies Capital



The Secuvy Data Privacy Platform

Secuvy revolutionizes data privacy management with its self-learning AI-driven platform, ensuring regulatory resilience through data-driven compliance, automation, and continuous data observability.

Its sophisticated algorithms, powered by advanced next-generation unsupervised machine learning, autonomously navigate and provide 360° visibility into vast volumes of data. Secuvy's AI models continuously scan any data source and any data type—unstructured, structured, or SaaS—while self-learning to improve accuracy and reduce the need for model retraining. This not only results in unparalleled, accurate data discovery and classification, identifying and linking data by context and subject across diverse environments with minimal manual intervention but also reduces the false positives and noise accumulation associated with traditional data REGEX or supervised AI discovery and classification.



At the heart of Secuvy's technology lies the capability for customers to comprehensively monitor, analyze, and understand the storage and movement of sensitive data within their organization's ecosystem. This level of observability provides a holistic view of data privacy practices, enabling stakeholders to identify potential risks, detect anomalies, and take proactive measures to protect privacy rights, fully supporting the Identify, Govern, Control, and Communicate functions of the NIST 800.53 Privacy Framework.



The Secuvy Data Privacy Platform enables organizations to build robust guardrails around their sensitive data and demonstrate compliance with minimal false positives, adapting to unique data environments, whether unstructured, semi-structured, or structured. This unsupervised AI-driven approach minimizes errors and adapts continuously to your unique data ecosystem, ensuring compliance and fortifying data governance.

Furthermore, Secuvy's platform enforces data privacy policies with actionable insights into data retention, deletion, and consent management, ensuring accountability and compliance with global privacy laws. The ability to continuously monitor sensitive data flows provides organizations with complete control over managing privacy operations, placing the power to protect individuals' privacy rights at their fingertips.

With Secuvy, businesses gain a proactive ally in data privacy, one that evolves with the threat landscape and regulatory changes, providing a dynamic, robust defense against data breaches and unauthorized access.

Key Differentiators of The Secuvy Data Privacy Platform

→ Self-Learning AI

Secuvy's self-learning AI can learn and evolve from new data, unlike legacy technologies that use manual processes and pattern matching (i.e., supervised machine learning) to identify and protect sensitive data. In contrast, Secuvy's self-learning machine-learning algorithms can analyze vast amounts of data and identify patterns impossible for humans to detect. Because the platform continuously learns without human interaction, Secuvy enables you to consistently improve accuracy and effectiveness when identifying sensitive information.

→ Data Categorization

Organize and group your data into the categories it was collected for, such as contractor, vendor, employee, and customer, using self-learning AI to simplify management, retrieval, and navigation. Scale this categorization by prioritizing sensitive data using intuitive classifier builders and exclusion/inclusion ranges and simultaneously handling metadata, physical data, and document data.

→ Data Linking

You might sometimes have a customer who is also an employee, and it's important to know what role they play in each situation. Create a unique graph of data associated with a subject (person) so you can categorize the data into different buckets and make DSARs much more accurate by identifying the correct data for a subject.



Data Subject Access Request (DSAR)



Key Data Privacy Features



Automated Data Inventory & Mapping

Streamline your data with automated inventory processes that sort data by classification, residency, jurisdiction, and data subject. Enrich your data maps with key information on security protocols, sharing parameters, and potential legal risks to respond to records of processing activities (ROPAs) and data protection impact assessments (DPIAs) effectively, ensuring regulatory compliance.



PIA & ROPA Automation

Automate your privacy impact assessments (PIAs) and records of processing (RoPA) reports to reduce risk and increase regulatory compliance.



Data Subject Requests (DSRs)

Automate the handling of DSRs with a process that integrates dynamic discovery, classification, and linkage to user profiles, facilitating adherence to regulatory standards, increasing transparency for both customers and regulators, and cutting down on associated expenses.



Purpose-Based Data Classification

Enhance the management of your data's lifecycle by assigning specific purposes to data, such as personally identifiable information (PII), ensuring detailed control and streamlined compliance. Use AI to automate this classification, systematically categorizing all your data, boosting security, and aligning data usage with its intended purposes, thereby strengthening privacy and governance protocols.



Contextual Data Retention & Deletion

Maintain necessary information in line with retention schedules and legal mandates to boost operational efficiency, mitigate risks, and align with best practices for data lifecycle management. Automate the detection and purging of outdated or sensitive data per retention guidelines to achieve data minimization objectives, lessen breach risks, ensure regulatory compliance, and adhere to privacy-by-design principles.



Universal Consent Management

Implement an automated consent management system that respects regional consent preferences, including opt-in and opt-out selections, and maintains a record of consent across various domains. Tailor consent banners to align with your brand and styling directives.

Secuvy Drives Business Growth

Secuvy's AI-driven data privacy platform offers a suite of business advantages that go beyond mere compliance. By automating data inventory, classification, and retention, companies can not only meet stringent regulatory requirements with ease but also streamline operations, reduce overhead costs, and enhance data governance. The ability to quickly respond to data subject requests improves customer trust and satisfaction, while robust consent management aligns with global privacy standards, safeguarding brand reputation. Ultimately, Secuvy equips businesses with the tools to transform data privacy challenges into opportunities for operational excellence and strategic growth.

“We were up and running with Secuvy in a matter of a few hours. Their radical approach to automate Data Privacy and Security workflows has reduced our project from months to hours.”

— **Privacy Program Manager**
Fortune 1000 Company



About Secuvy

Secuvy is a cybersecurity company with a mission to automate and simplify privacy compliance through our low touch self-learning AI. Secuvy provides customers with 360° continuous visibility into all their personal and sensitive data with the greatest accuracy, unparalleled speed and the lowest cost.

Embrace the AI Revolution in Data Privacy with Secuvy

→ **See Secuvy's AI in action—request a demo to elevate data protection and compliance.**



[WWW.SECUVY.AI/DEMO](https://www.secuvy.ai/demo)



Data Privacy Compliance & Automation Using the Power of AI.

 [WWW.SECUVY.AI](https://www.secuvy.ai)

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