

# COMFORTE DATA DISCOVERY AND CLASSIFICATION FOR PCI DSS COMPLIANCE

Comforte Data Discovery and Classification helps organizations achieve continuous compliance with PCI DSS v4.0

## Challenges with PCI DSS v4.0

### ► Noncompliance Risks

Organizations are at risk of noncompliance with data privacy regulations that can be met with massive financial and legal penalties due to a lack of data visibility of cardholder information in their data tools and applications.

### ► Inventory of Cardholder Data

Organizations are unaware or struggle to understand an accurate inventory of cardholder data and the level of sensitivity that exists in their data repositories that can result in improper management and weak security controls.

### ► Auditing

Meeting audit requirements can be challenging amidst manual workloads to manage cardholder data and inability to demonstrate proper discovery and classification of new sensitive data elements.

### ► Incident Response

Data breaches can be disastrous for organizations with an inability to understand the full data lifecycle and identify all vulnerabilities that exist with each cardholder data element.

## Use Case Scenarios

### ► Compliance

Our solution provides organizations with a data security solution that identifies all cardholder data elements to comply with regulatory mandates of PCI DSS v4.0.

### ► Data Archival and Retention

With a specialized focus on critical data, our solution allows organizations to understand what data is actually needed, leading to reduced storage costs and lower risk of data proliferation.

### ► DLP Enrichment

To most effectively address risks of data loss that can lead to security and compliance incidents, our solution delivers highly accurate quality data which leads to vast reduction of false positive rates seen in legacy DLP tools.



# Solution and Benefits of Comforte Data Discovery and Classification

## ► Continuous Discovery of Sensitive Data

Our solution uses AI/ML to autonomously and automatically search and scan repositories containing cardholder data in your enterprise tools and applications which reduces manual workloads and costs, while maintaining compliance with PCI DSS v4.0.

## ► Advanced Data Lineages

With access to a full visualization of the data lifecycle, our solution provides unrivaled insight into the presence of cardholder data throughout organizational environments to strengthen risk management strategies and address security gaps that could be problematic for PCI compliance.

## ► Unmatched Accuracy

Our solution utilizes advanced matching algorithms and smart scanning capabilities to accurately identify and classify cardholder data for improved governance, security, and privacy measures while ensuring compliance with PCI standards.

## ► Incident Response

To help organizations define compliance risks, our solution outlines the entire data lifecycle to better address gaps in their incident response policies.

## Why Comforte?

### ► Data

Comforte Data Discovery and Classification can scan structured, unstructured, and semi-structured data in repositories whereas most discovery tools only focus on structured data.

### ► Performance

Comforte Data Discovery and Classification achieves more than 96% accuracy out of the box and upwards of 99% with tuning of false positives and negatives.

### ► Unknown Unknowns

Comforte Data Discovery and Classification identifies all known and unknown cardholder data elements throughout the entire enterprise, relieving the burden of security teams to understand where all sensitive information exists, mitigating compliance and data breach concerns.

### ► Automation

Comforte Data Discovery and Classification uses AI/ML to continuously search for cardholder data elements at the network level and decipher which data sources to scan, alleviating manual workloads and only scanning known repositories.

### ► Integration

Comforte Data Discovery and Classification integrates seamlessly into enterprise tools and applications, which removes any concerns regarding negative impact to application configuration and enhances initiatives for security, privacy, and governance.

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To learn more and request a demo, visit our website at [www.comforte.com](http://www.comforte.com)