



# Sensitive Data Monitoring

Reduce Sensitive Data Exposure. Zero Additional Infrastructure. Easy to Use.

As organizations adopt cloud, they grapple with massive data fragmentation, making it impossible to know where sensitive data resides. At the same time, the increasing risk of data privacy breaches and non-compliance with regulations can impose serious financial penalties. Sensitive Data Monitoring is a SaaS application that discovers, classifies, and reports on sensitive data without any impact to production. By leveraging your existing Rubrik deployments, users get up and running in just a few minutes with zero additional infrastructure required.



## AUTOMATE WITH POLICIES

Eliminate manual tagging or annual cleanups. Use predefined policy templates or build your own to get automatically alerted on violations.



## IDENTIFY SENSITIVE DATA EXPOSURE

Identify potential violations of internal compliance policies by identifying what types of sensitive data is located where without production impact to mitigate business risk.

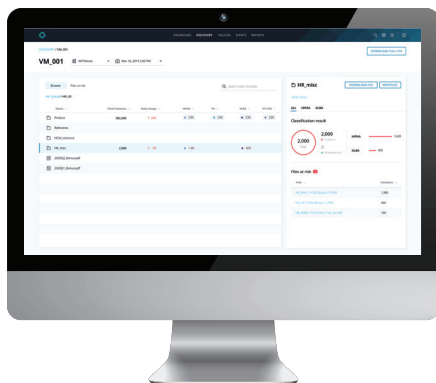


## FACILITATE COMPLIANCE WITH PRIVACY REGULATIONS

Drive consistent, repeatable processes and ensure continuous monitoring of sensitive data locations to facilitate compliance with applicable privacy laws such as GDPR.

## BEFORE SENSITIVE DATA MONITORING

The traditional approach consists of siloed teams, manual tagging, native auditing, and monthly to yearly cleanups. This means incomplete or inconsistent classification and excess time and money spent on audits instead of higher-value work.



## AFTER SENSITIVE DATA MONITORING

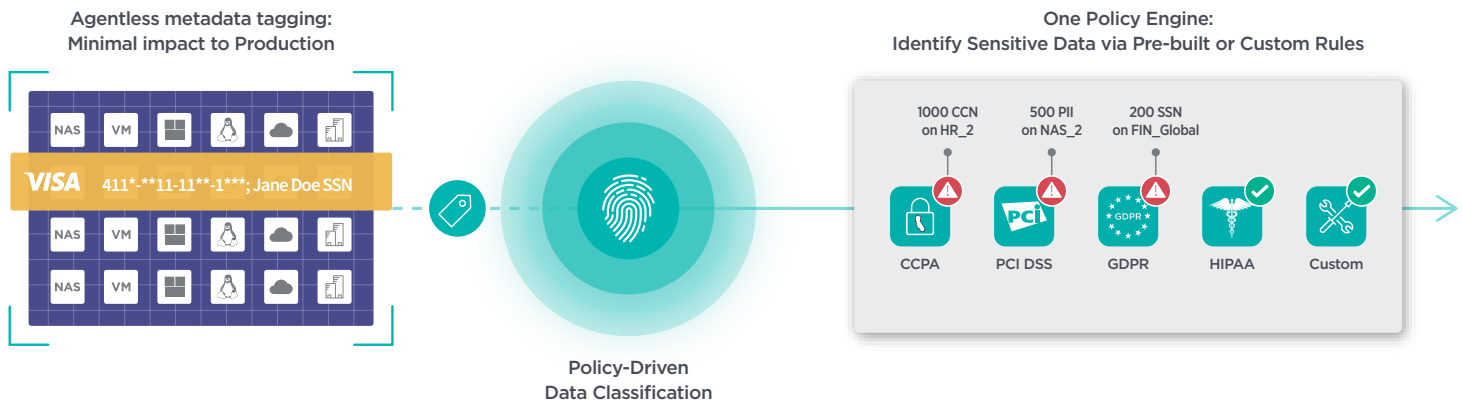
Sensitive Data Monitoring scans and classifies sensitive data without agents or impact to production. Leverage pre-built policy templates to identify common data types from regulations and standards such as GDPR, PCI DSS, HIPAA, and GLBA, or define custom dictionaries, expressions, and policies. We employ various techniques to minimize false positives.

## HOW WE ARE DIFFERENT

- **No additional infrastructure:**  
Natively integrated into your existing Rubrik platform.
- **No install or agents:**  
Get started within minutes by simply toggling on the app from the UI.
- **No impact to production:**  
Index and classify on your existing backup data.
- **No learning curve:**  
Intuitive UI with policy-driven automation for instant insights and significant savings.

## HOW SENSITIVE DATA MONITORING WORKS

1. Configure **role-based access controls** to assign user permissions on data access.
2. Create a **compliance policy** from a custom or pre-defined template, which specifies what protected objects and types of sensitive information to search for, such as social security number, healthcare NPI, credit card number, or ITIN. Sensitive Data Monitoring then performs an initial scan to surface sensitive data aligned with the policy. Users can **whitelist** locations where sensitive information is allowed to minimize false alerts.
3. Use **agentless, incremental scanning** to quickly classify new and modified data for performance efficiencies and without impact to production.
4. **Search on-demand** for information at any point in time to satisfy access requests. (e.g., "Where are all locations with John Smith's PII?")
5. Sensitive Data Monitoring will automatically notify you on policy violations and when sensitive data resides in wrong locations.
6. **Report** on policy violations, track compliance progress, and help identify at-risk data.



## WHAT OUR CUSTOMERS ARE SAYING

"Rubrik Sensitive Data Monitoring really exposes how 'exposed' you are. When you discover PII such as SSNs, you have to take immediate action. With Rubrik, I have peace of mind knowing what data is out there and how I can control it to ensure the County is secure."



**Tonya Digiorno**  
Director of IT  
El Dorado County

"Sensitive Data Monitoring assists with PCI-DSS compliance efforts without risking fines, dedicating multiple resources and freeing up our employees for outcome-based value-add work. We can now automate classification of sensitive data, such as credit card information, passport data, and other PII, to better understand our overall risk posture and assign data ownership."



**Kevin Mortimer**  
Infrastructure Services Manager  
University of Reading



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Rubrik is on a mission to secure the world's data. With Zero Trust Data Security™, we help organizations achieve business resilience against cyberattacks, malicious insiders, and operational disruptions. Rubrik Security Cloud, powered by machine learning, secures data across enterprise, cloud, and SaaS applications. We help organizations uphold data integrity, deliver data availability that withstands adverse conditions, continuously monitor data risks and threats, and restore businesses with their data when infrastructure is attacked.

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