

# Locate your Critical Information Automatically using AI

AI algorithms that adapt to your  
company's vocabulary  
to ensure accuracy.



Outstanding News



MarketWatch



THE TIMES OF ISRAEL

THE JERUSALEM POST

# ABOUT KRIPTOS

Kriptos, is a US company invested by Barclays Bank powered by Techstars in Tel Aviv, Israel.

Kriptos uses Artificial Intelligence (AI) to classify and label millions of documents automatically in an incredibly short time. We customize and train our algorithms specifically for your company ensuring great precision rates.

Kriptos saves you time by completely replacing human effort and it is compatible with any DLP and CASB solutions. Detect documents with personal data, credit card information and determine their sensitivity levels by analyzing 100% of your information in local discs, servers and cloud.

# CYBERSECURITY PROBLEM

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Cybersecurity is important because it encompasses everything that pertains to **protecting our sensitive data**, personally identifiable information (PII), personal information, intellectual property, data, and governmental and industry information systems from theft and damage attempted by criminals and adversaries. Internal security is at least as important as external threats.

*"A data breach is about both privacy and security. And security becomes very important because you can't have privacy unless you have good security."*

Dr. Larry Ponemon,  
Founder and Chairman of the Ponemon Institute

# DATA LEAKAGE

Economic pressures on individuals and the monetization of data on the black market have created an environment where **people with access to information can convert data into cash.**

Employees also find the lines between personal and business system use blurred in the modern workplace, resulting in many situations where users unintentionally leak internal data. **Data loss** is the extraction of sensitive data of an organization that can intentionally or unintentionally **put an organization at risk.**

End users do not realize the risks associated with sending sensitive data through unencrypted emails, file transfer tools, etc. Technological development has caused data volumes to rise rapidly, this increase the risk that unauthorized parties could gain access to sensitive data.

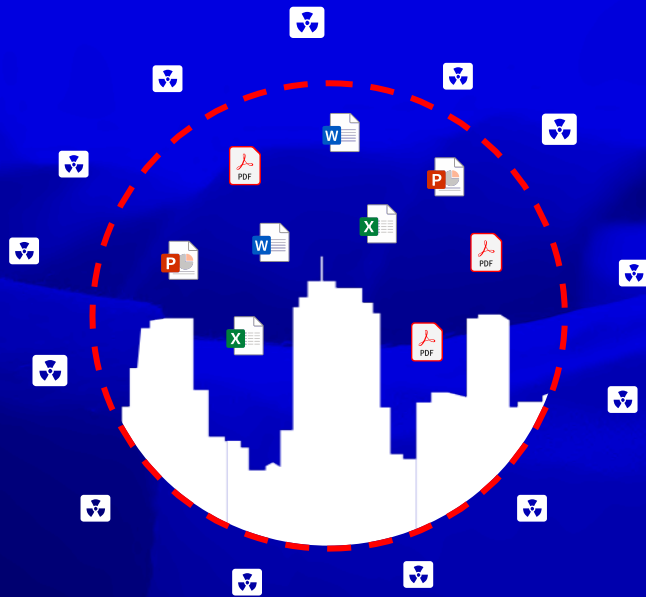
The average total cost of a data breach is **\$3.92 Million USD.**



# NETWORK PERIMETER

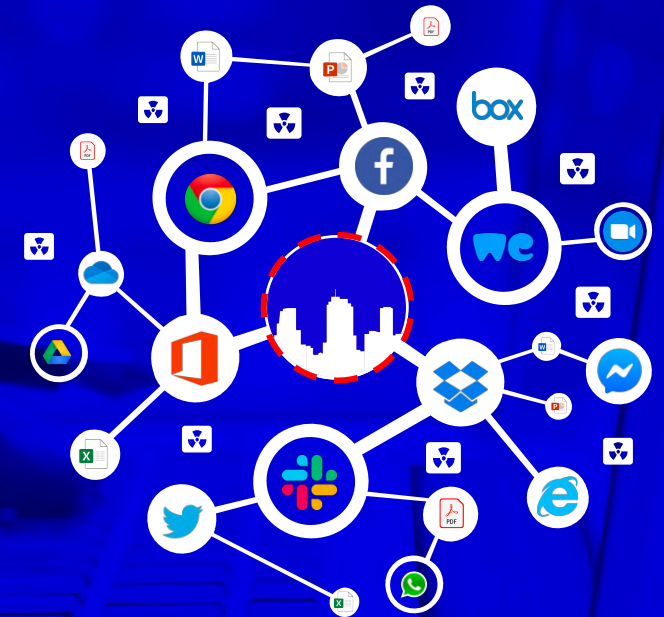
## BEFORE

## NOW



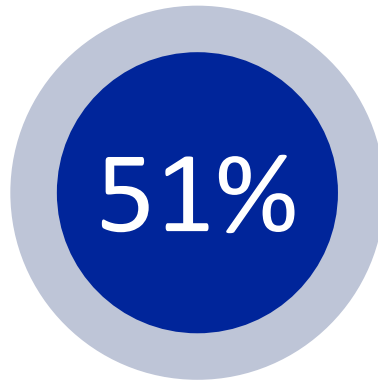
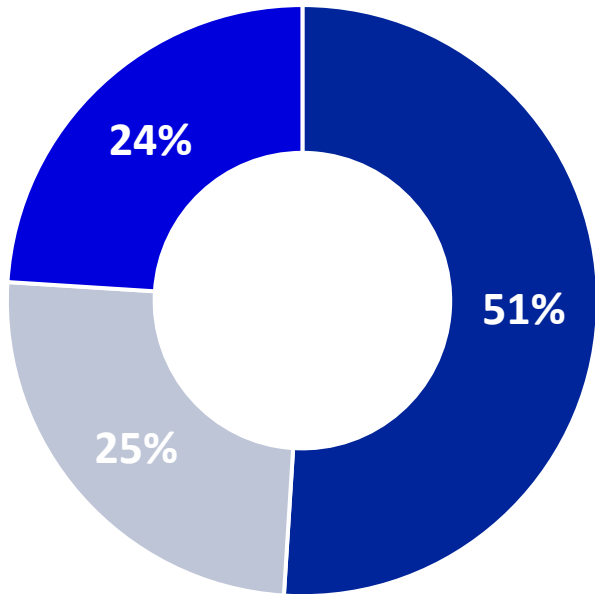
Only **7%**  
of businesses have  
good visibility of all  
critical data.  
**58%** say they only  
have slight control.

(ForcePoint)

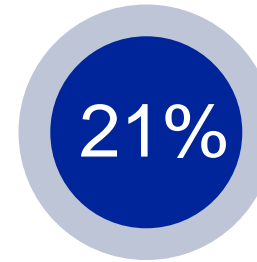


# ROOT CAUSES OF A DATA BREACH

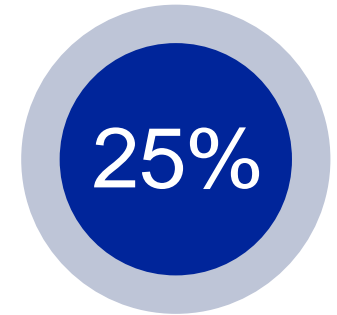
- Malicious or Criminal attack
- System Glitch
- Human Error



Malicious attacks caused a majority (**51%**) of data breaches.



Malicious attacks have increased as a share of breaches, up **21%** between 2014 and 2019.



Malicious attacks are the costliest, with a per record cost that was **25% higher** than breaches caused by human error or system glitches.

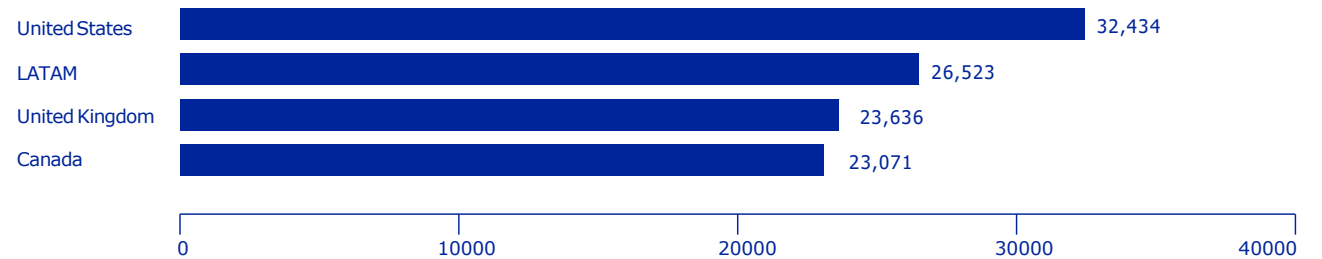
# COST OF DATA LOSS LEAKAGE GLOBALLY

Category	Description	Cost per record		
		Company A: Low-profile breach in a non-regulated industry	Company B: Low-profile breach in a regulated industry	Company C: High-profile breach in a highly regulated industry
Discovery, notification and response	Outside legal counsel, mail notification, calls, call center and discounted product offers	\$50	\$50	\$50
Lost employee productivity	Employees diverted from other tasks	\$20	\$25	\$30
Opportunity cost	Customer churn and difficulty in getting new customers	\$20	\$50	\$100
Regulatory fines	FTC, PCI, SOX	\$0	\$25	\$60
Restitution	Civil courts may ask to put this money aside in case breaches are discovered	\$0	\$0	\$30
Additional security and audit requirements	The security and audit requirements levied as a result of a breach	\$0	\$5	\$10
Other liabilities	Credit card replacement costs. Civil penalties if specific fraud can be traced to the breach	\$0	\$0	\$25
<b>Total cost per record (USD)</b>		<b>\$90</b>	<b>\$155</b>	<b>\$305</b>

# COST PER RECORD IN US

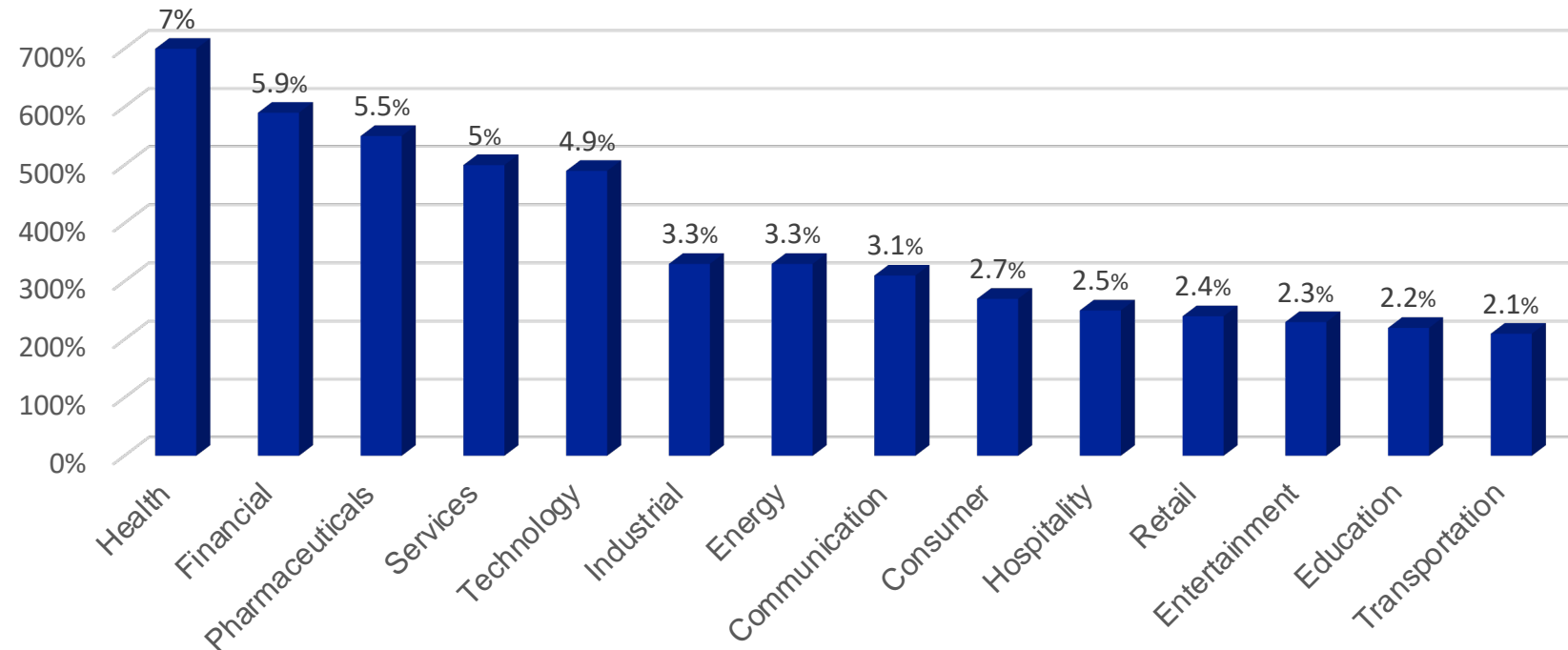


# AVERAGE RECORDS PER BREACH



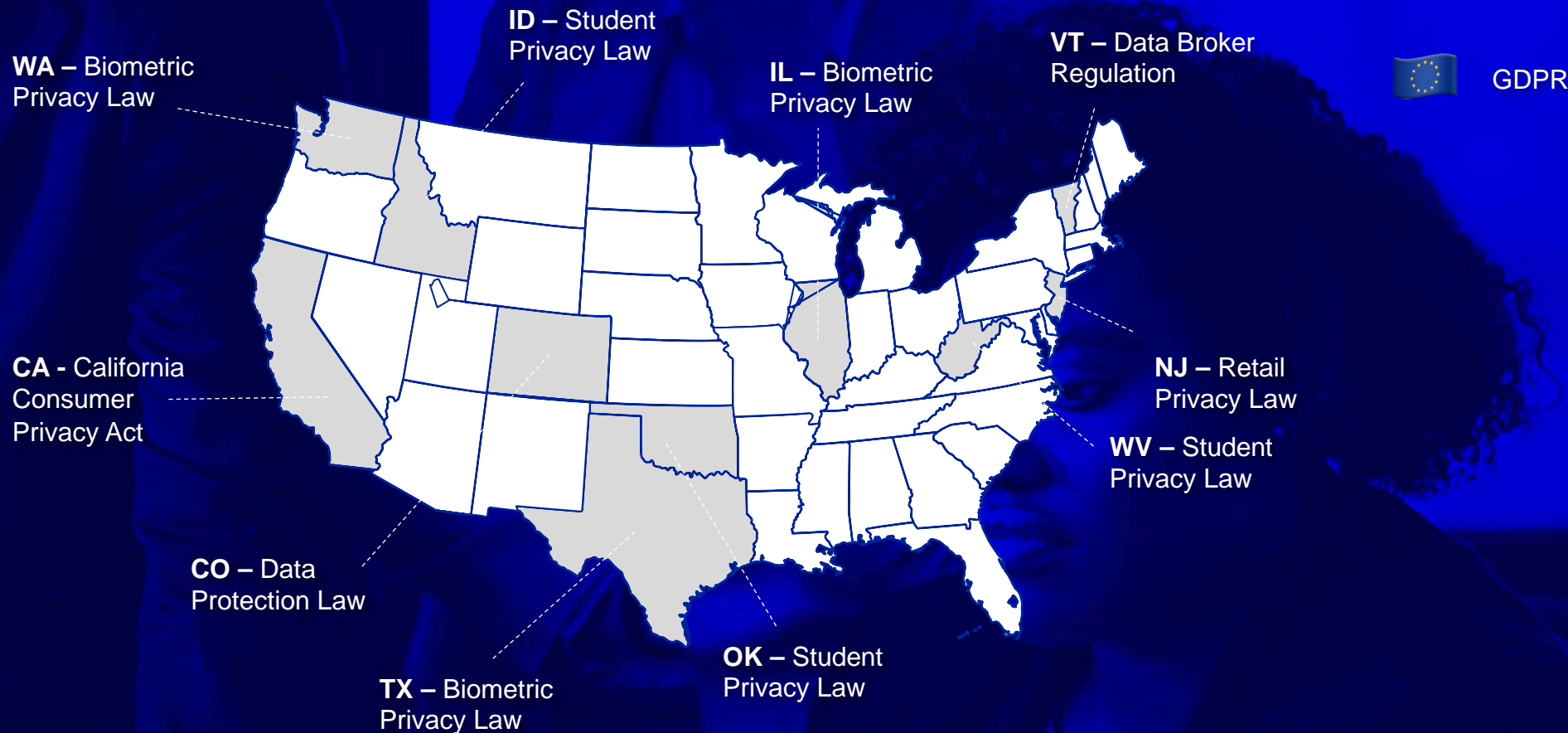


# ANNUAL PROBABILITY OF LEAKAGE PER INDUSTRY



AVERAGE  
3.72%

# DATA PROTECTION REGULATIONS IN US



Data Protection Act USA

All 50 states have data breach laws

# DRIVE REGULATORY COMPLIANCE

## **What does NIST say about data classification?**

Under Identify -> Asset Management control ID.AM-5 Resources (e.g., hardware, devices, data, time, and software) are prioritized based on their classification, criticality, and business value. As data or information is considered an asset, it must be classified to find its criticality and business value.

## **What does ISO 27001/27002 say about data classification?**

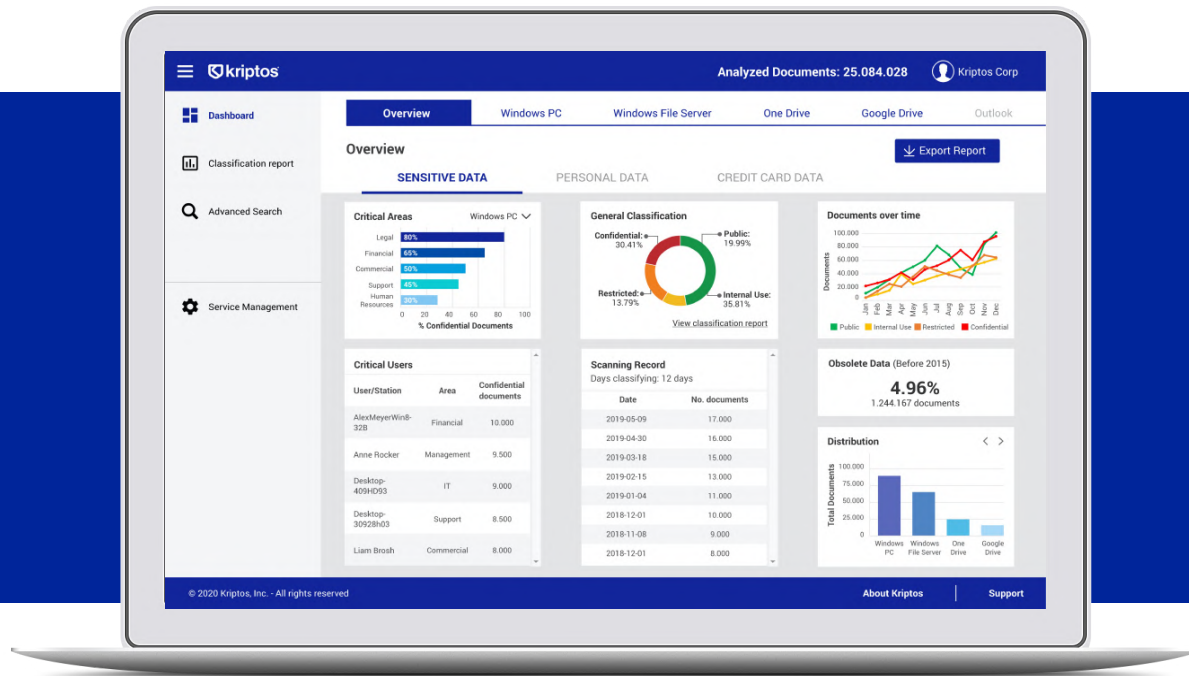
Under A.8 Asset Management, control objective A.8.1 Classification of information has the following goal: "Ensure that information has a sufficient protection level in accordance with its value for the Organization". To ensure this goal the control 8.1.1 is Classification of information.

## **What does PCI DSS say about data classification?**

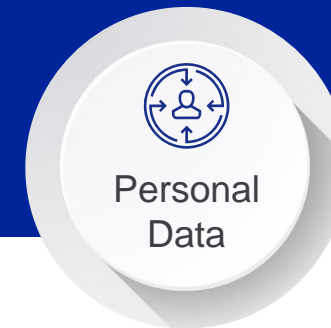
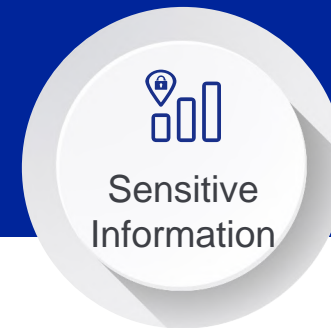
PCI DSS 9.6.1: "Classify media so that the sensitivity of the data can be determined." By classifying all documents, you will know to what extent a media contains sensitive credit card information and protect it accordingly.

# DATA CLASSIFICATION SOFTWARE

Kriptos - Locate critical documents automatically.



## Three AI Algorithms that detect:



# AI DATA CLASSIFICATION SOFTWARE

**AUTOMATIC CLASSIFICATION**  
Classification 24/7



**LABEL (META TAGS)**  
Compatible with any DLP/CASB



**VISIBILITY AND ANALYTICS**  
Statistics for better decision making



# MORE THAN CLASSIFICATION



Identify risky users and areas



Regulatory Compliance



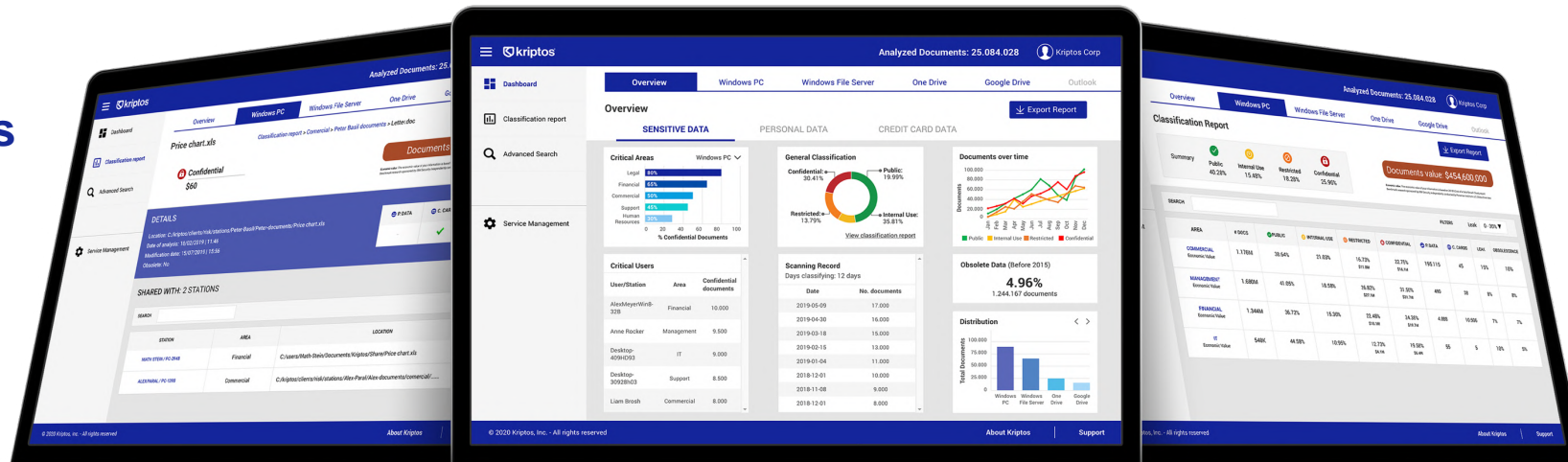
Data Leak prevention and protection



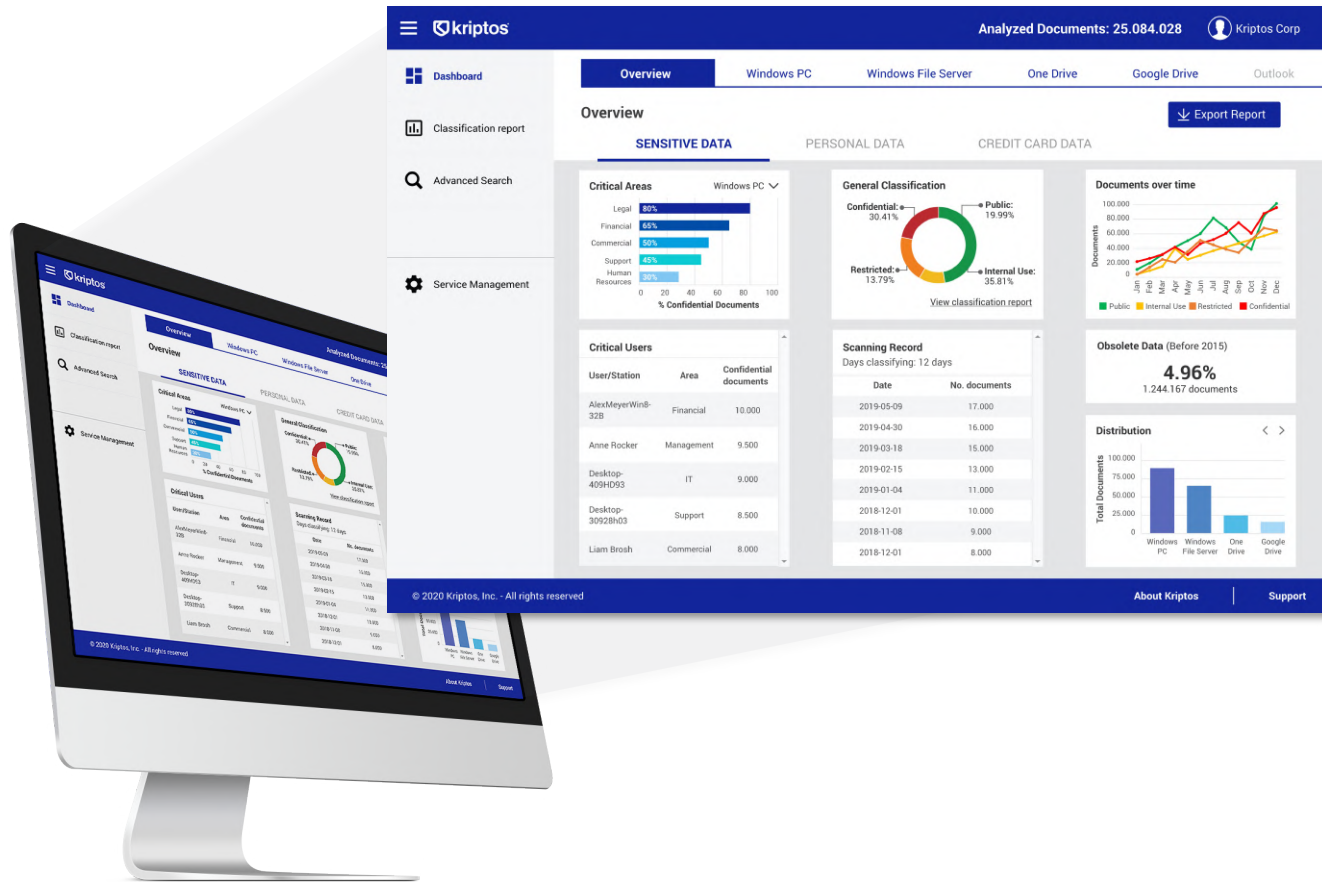
Access Controls



Classify Information Assets



# VISIBILITY AND ANALYTICS



## MAIN DASHBOARD

Detect which users and areas have access to your critical information. Identify the percentage of obsolete data in your company and evolution of data over time.

Locate your sensitive information before you protect it.

# CLASSIFICATION REPORT

Kriptos - Locate critical documents automatically.

AREA	# DOCS	✓ PUBLIC	🔒 INTERNAL USE	🔒 RESTRICTED	🔒 CONFIDENTIAL	👤 P. DATA	💳 C. CARDS	LEAK	OBSOLESCENCE
COMMERCIAL Economic Value	1.176M	38.64%	21.03%	16.73% \$11.8M	22.75% \$16.1M	195,115	45	15%	10%
MANAGEMENT Economic Value	1.680M	41.05%	18.58%	26.82% \$27.1M	31.50% \$31.7M	490	38	8%	8%
FINANCIAL Economic Value	1.344M	36.72%	15.30%	22.48% \$18.1M	24.38% \$19.7M	4,888	10,506	7%	7%
IT Economic Value	540K	44.58%	10.95%	12.73% \$4.1M	19.58% \$6.4M	55	5	10%	5%

COMMERCIAL Economic Value	1.176M	38.64%	21.03%	16.73% \$11.8M	22.75% \$16.1M	195,115	45	15%	10%
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About Kriptos

Support

- Identify **risky areas and users.**
- Calculate the **cost of your information.**
- Identify access to your **documents with personal data and credit cards numbers.**
- Get the **probability of a leak.**
- Detect **obsolete information.**



# KRIPTOS COMPATIBILITY

Classify information in PC, Server and Cloud.



**COMPUTER**



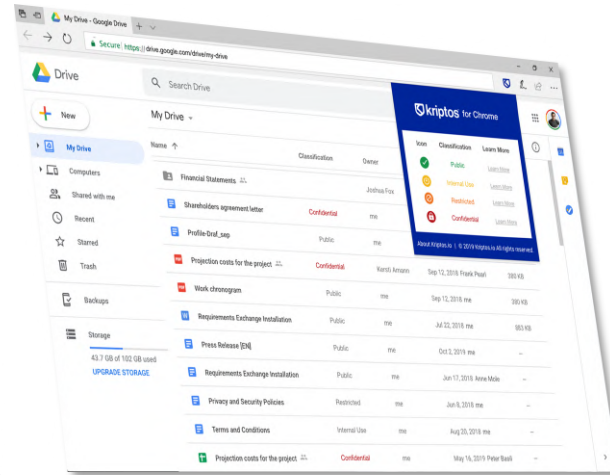
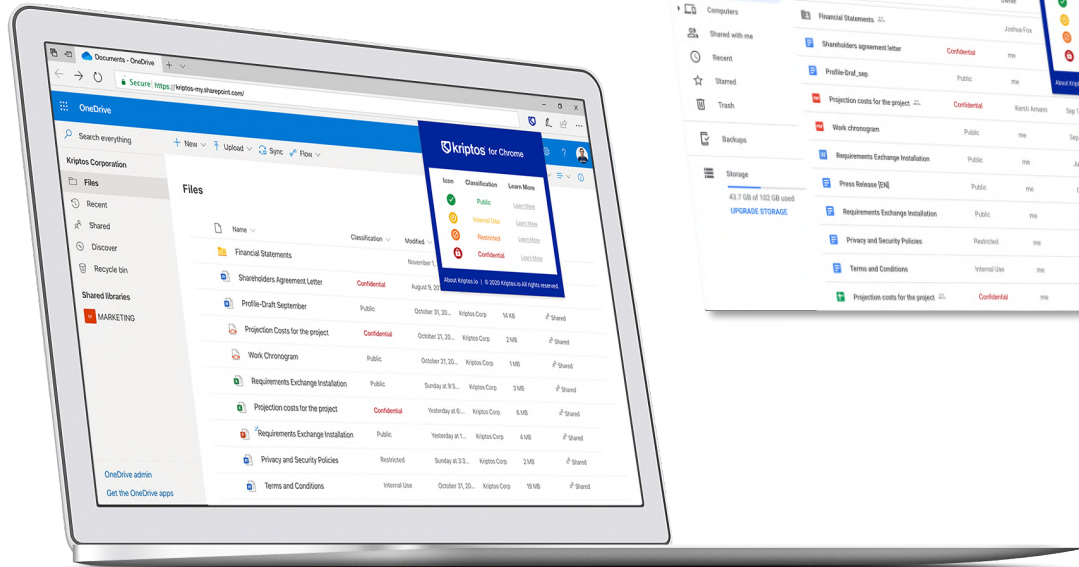
**FILE SERVER**



**CLOUD**

# ADD-ON FOR GOOGLE CHROME


Kriptos promotes a cybersecurity culture inside your company by adding visual labels.



**kriptos** for Chrome

Icon	Classification	Learn More
	Public	<a href="#">Learn More</a>
	Internal Use	<a href="#">Learn More</a>
	Restricted	<a href="#">Learn More</a>
	Confidential	<a href="#">Learn More</a>

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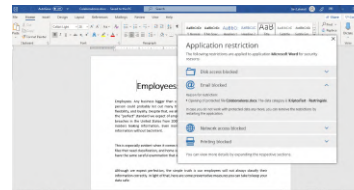
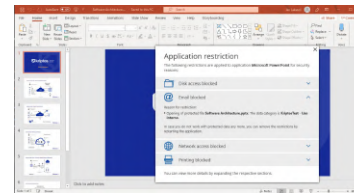
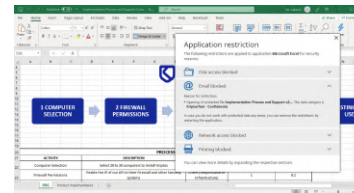
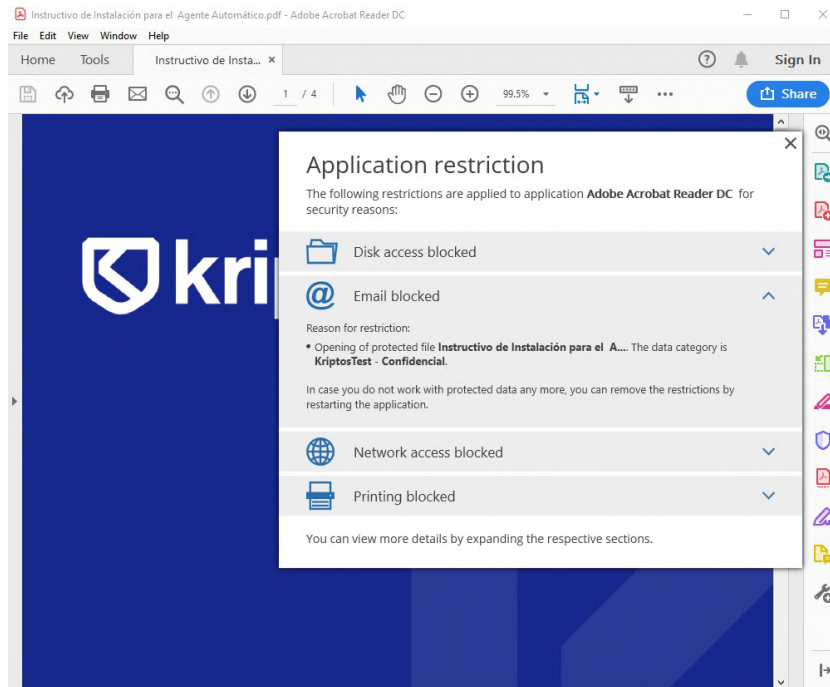
## Cloud integration in 60 seconds



*“Kriptos excels at classifying millions of cloud-based documents in an incredibly short period of time, speeding up the time to adoption for DLP technology”*  
Dave Rogers, Netskope's VP of Alliances & Global Channel Sales





# COMPATIBLE WITH ANY DLPs/CASBs

Optimize DLP/CASB by protecting the 100% of documents classified by Kriptos.



# CLASIFICACION WITH ARTIFICIAL INTELLIGENCE

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-  **AI CLASSIFICATION BASED ON SENSITIVITY**  
Content and context-based analysis to determine if a document is Confidential, Restricted, General Use or Public.
-  **PERSONAL DATA DETECTION**  
Locate and identify personal information including name, ID, location, phone numbers, addresses, and more.
-  **CREDIT CARD DETECTION**  
Identify which users have access to documents containing credit or debit card numbers.
-  **CUSTOMIZED ALGORITHM**  
Our algorithm adapts to each company's internal vocabulary.



## Financial Industry

Accomplish regulations to protect consumer data



## Insurance Industry

Organize and protect all the valuable information of clients



## Manufacturing industry

The first step to protect information consists in classifying it correctly.



## Other Industries



# CUSTOMER SUPPORT

We're a responsive team of support engineers who go above and beyond, whether that's troubleshooting a configuration issue or helping customers with year-end auditing requirements.

**Interested in premium support options?**

- Dedicated Support Engineers
- Premium Support

Committed to excellence

# REQUEST A FREE ASSESSMENT

Start classifying your documents today with Kriptos.

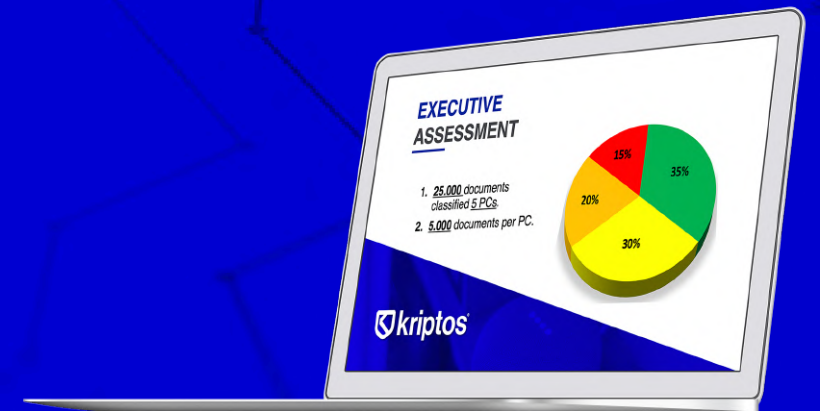
[assessment@kriptos.io](mailto:assessment@kriptos.io)



**Reviewed by:**  
**Ole Christian Olsen**  
CISO - Kriptos Inc

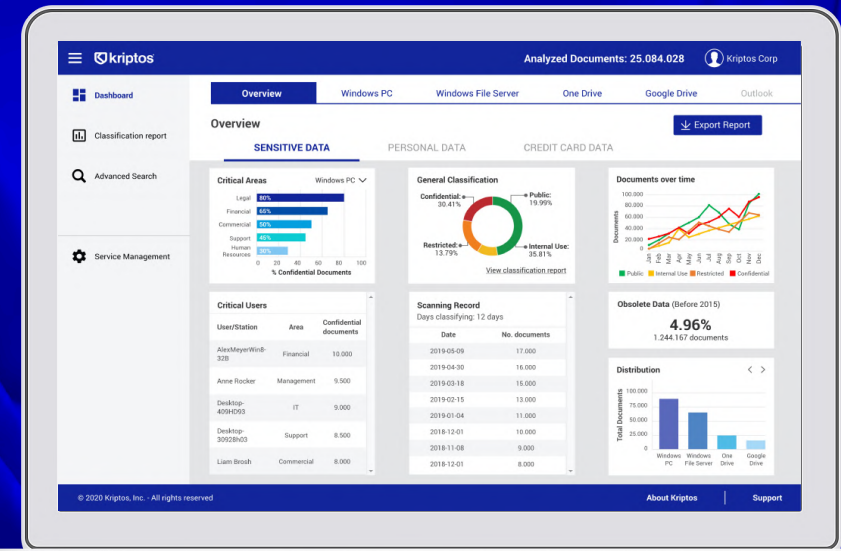
Professional with over 10 years of experience in IT, Information Security, Risk Assessment, IT Audit and ISO 27001. He worked as a senior cybersecurity consultant for some of the world's most important companies (EY and Sopra Steria).

PLUS  
e-Book





Advanced Security



## Contact

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