ADLIB®

Privacy and Security

For organizations in highly regulated industries, putting a privacy and security perimeter around all data is no longer sufficient, because users need legitimate access to the right amount of information at the right time. Unstructured content can contain various levels of confidential or secure information, including Non-public Personal Information (NPI) and Personally Identifiable Information (PII). How can your organization ensure that the right privacy and security measures have been applied to each individual piece of content?

Protect the Privacy and Security of Your Organization's Information with Adlib

Through the Content Elevation Process™ organizations can automate business processes which ensure the privacy and security of your unstructured content:

Standardize: Create high-definition PDF files and develop a deeper understanding of unstructured content by examining the data and file stats—including author, title, date, and type.

Analyze: Assign Adlib's proprietary Content Fingerprint identification to rapidly examine large volumes of documents to determine the privacy and security settings required.

Categorize: Use the similarity index with a full audit trail to identify specific categories of documents based on security and privacy parameters identified, and act on near-duplicate files.

Optimize: Apply appropriate privacy and security controls to similar groups of documents, identified with Progressive Classification™ technology, and add digital signatures and watermarks to create controlled documents that are authentic and secure.

ARCHITECTURE HIGHLIGHTS

- **Standardize content with Advanced Rendering technology**
- **Classify 600+ file types**
- **Scale easily to meet growing job volumes**
- **Implement in one department or across the enterprise, as a shared service, or in the cloud**
- **Integrate with ECMs, PLMs, ARs and more**
- **Add compression to reduce storage and file transfer costs**
- **Redact all or certain categories of content**
- **Automate archiving for all or specific categories and follow long-term digital preservation guidelines**

FEATURES & BENEFITS

- **Improve the privacy and security of confidential content**
- **Perform analytics on vital information only**
- **Reduce dark & dirty data**
- **Increase productivity and job satisfaction**
- **of employees**
- **Limit human error in tagging metadata**
- **Standardize categorization of content enabling ongoing automation of classification**
- **Apply redaction to:**
  Personally Identifiable Information (PII), Nonpublic Personal Information (NPI), Personal Health Information (PHI), Sensitive Personal Information (SPI), Personal Credit Information (PCI), and more

Customer Story

Addressing PII Risk and Identifying the Real Problems Behind the Content

One of the US's largest mortgage-related Financial Services organizations had recently gone through a vital digitization initiative of 70 years' worth of data. With millions of pages of critical and sensitive customer content trapped in paper format, they needed a way to enable searchability, find and secure Personally Identifiable Information (PII), and classify and preserve their content.

With the majority of data breaches internal, traditional security protocols and firewall improvements were not enough to manage sensitive content effectively. Not knowing what content they had was exposing the organization to great risk.

Working with Adlib, the company was able to not only find and secure its PII, but address other content concerns as well, elevating its data and enabling stronger business decision-making. This organization can now:

- Identify and classify PII content, plus establish a way to deal with incoming PII in the future
- Ensure that appropriate privacy and security protocols are applied to each piece of unstructured content
- Retain valuable customer documentation and make it accessible for 30+ years
- De-duplicate redundant content, delivering a cleansed content library
- Expose previously "dark data" for content analysis
- Provide clarity into data, and enhance business decision-making and collaboration
- Accelerate critical customer response time, creating competitive advantage

[Learn more about this privacy and security story here.](#)

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With its sophisticated Content Elevation Process™, Adlib is transforming the way organizations around the world in Energy, Life Sciences, Insurance, and Banking overcome Information Governance challenges. Integrating with key business tools, Adlib's solutions enable improved migration, compliance, privacy and security, digital transformation, and classification. By unlocking the value in unstructured content, we empower our customers to derive greater business insight for critical decision-making.