An introduction to Data Masking

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Data grows continuously

Over the last 2 years, 90% of the data in the world was generated

In 2020, 1.7MB of data will be created per person per second on earth

IoT will grow from 2 billion objects in 2016 to 200 billion in 2020

Data breach concern all industries

78% of data leaks originate from an internal source

90% of enterprises have experienced loss or theft of confidential data

Average cost of a data breach exceeds $3.8 million

Regulations are focusing on data protection & privacy

up to
€20M
or 4% T.O.

GDPR
General Data Protection Regulation

up to
$7,500
per violation

CCPA
California Consumer Privacy Act

until
$50K
per violation

HIPAA
Health Insurance Portability and Accountability Act

A definition of Data Masking

" *A technology aimed at preventing the abuse of sensitive data by giving users fictitious (yet realistic) data instead of real sensitive data* "

Data Masking ensures

CONFIDENTIALITY

AVAILABILITY

INTEGRITY

Benefits of Data Masking

Removal of sensitive data from development/testing/training environments

Usable, realistic data for application developers/trainers/testers

Assistance in meeting regulatory compliance requirements

Protection against damaging attacks in non-production environments

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