ESET SECURITY DAYS

INTELLIGENT DATA SECURITY. STAYING AHEAD OF INSIDER THREATS

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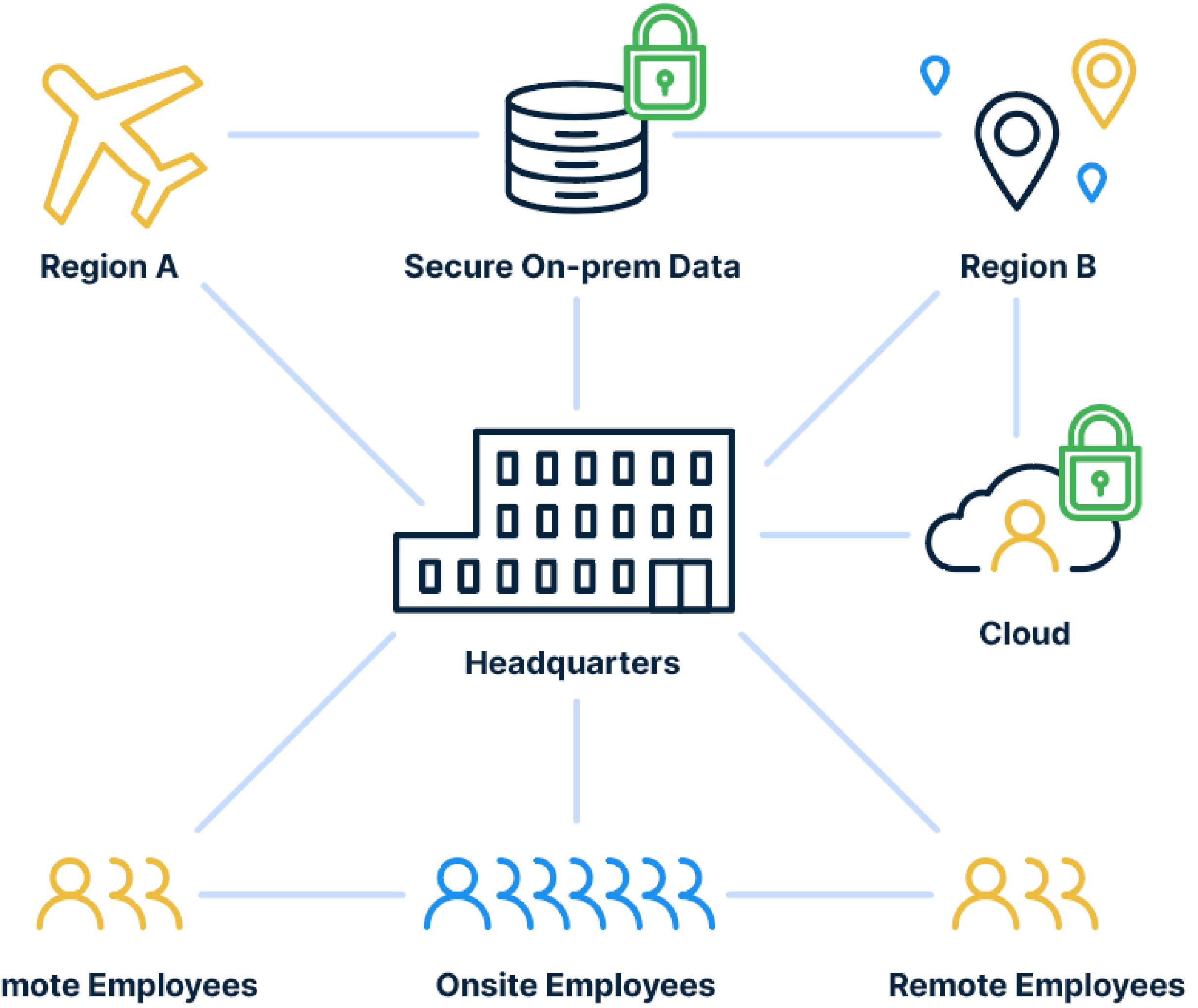
The Modern Workplace is More Dynamic Than Ever



Modern Businesses Face Challenges

Legacy solutions and implementations leave sensitive data vulnerable

Relying solely on human interaction with sensitive data to trigger alerts leaves security teams blind

Threat actors are innovating fast

Long, complicated implementations negatively impact time to success

What if you could...

Maintain full visibility and control over all of your sensitive data

Get complete data discovery, control, and assured compliance for data in use, in motion, and at rest

Secure your organization's most sensitive cloud-based data

Stay ahead of Insider Risks

Simplify implementation and deployment

Intelligent Data Security Powered by AI.

Trusted by Thousands

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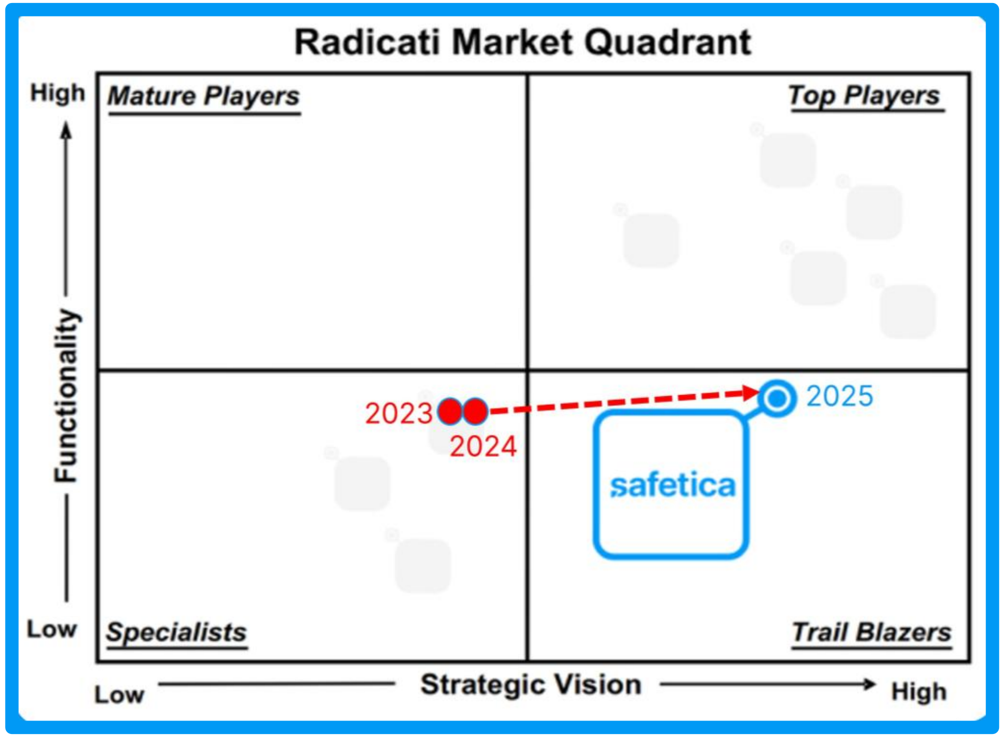
Safetica: A Trail Blazer in the 2025 Radicati DLP Report

Trail Blazer:

“Pushing the boundaries of innovation and disrupting the market with best-in-class technology.”

Recognized for:

- Advanced risk detection
- Real-time protection
- Security operation modernization
- Affordability
- Minimal impact



From 2023 – 2025 Safetica’s annual ranking has progressed up and to the right from the Specialists to the Trail Blazer quadrant.

Safetica’s 4 Pillars of Intelligent Data Security

Content and Contextual Awareness

Data Protection

Visibility of sensitive data

Insider Risk & User Behavior

Stay ahead of insider risks

Compliance & Data Discovery

Discover, control, and ensure compliance

Cloud Security

Secure sensitive cloud-based data

Safetica’s 4 Pillars of Intelligent Data Security

Content and Contextual Awareness

Data Protection

Visibility of sensitive data

Compliance & Data Discovery

Discover, control, and ensure compliance

Do you know….

***What sensitive information exists** in your organization, and **where is it stored**?*

***Who** is sending it, **where** it is going, and **how** it is being shared?*

Safetica's 4 Pillars of Intelligent Data Security

Content and Contextual Awareness

Data Protection

Visibility of sensitive data

Compliance & Data Discovery

Discover, control, and ensure compliance

Personal data (PII)

Customer database

Intellectual Property (IP)

Know-how

Strategic plans

Contracts

“With Safetica, we protect the trust our members place in us.”

SICOOB case

Finance services

Sicoob, one of the largest cooperative financial systems in Brazil, needed to ensure that the information of its millions of members was protected against internal and external leaks.

With Safetica they achieved:

- Full visibility of sensitive information
- Reduction of internal risks
- Ongoing regulatory compliance

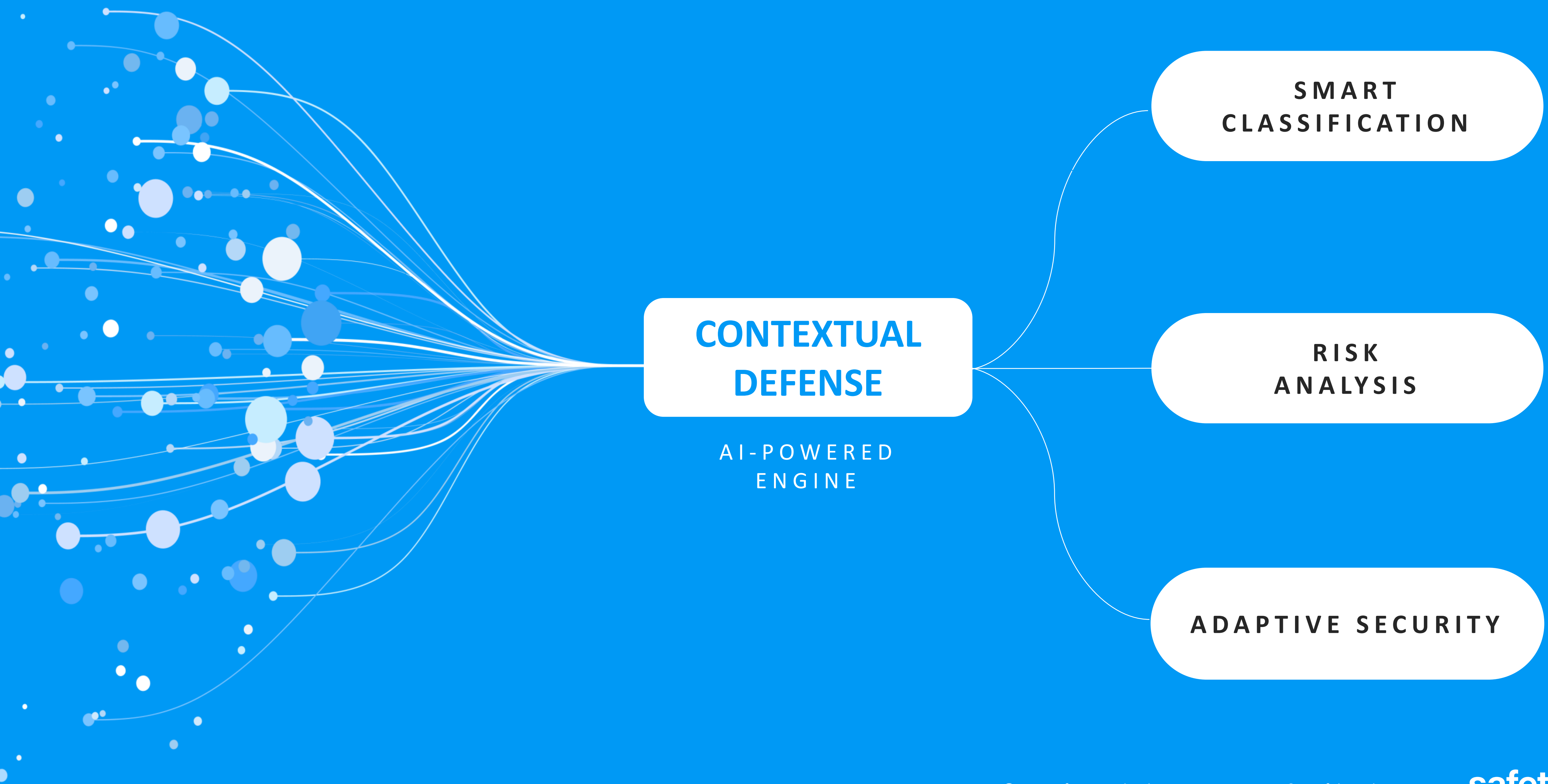
What makes Safetica different?

CONTEXTUAL DEFENSE

Proprietary AI-powered technology

Combines data, applications, behavior signals, and user information to **accurately classify sensitive data**, pinpoint and **predict risky behavior**, and proactively **adapt and apply security defenses** whenever and wherever needed.

INTELLIGENT DATA SECURITY



CONTEXTUAL DEFENSE

AI-POWERED ENGINE

SMART CLASSIFICATION

RISK ANALYSIS

ADAPTIVE SECURITY

CONTEXTUAL DEFENSE

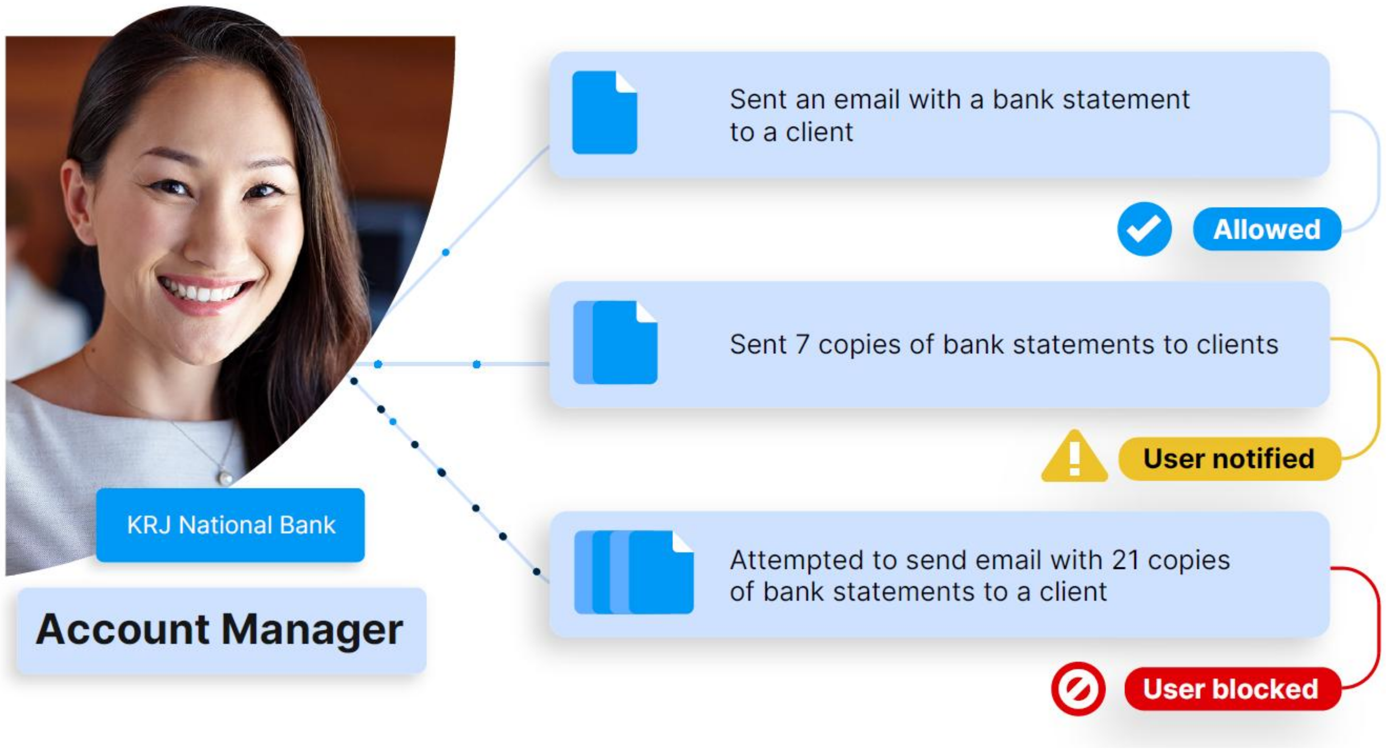
AI-POWERED ENGINE

SMART CLASSIFICATION

RISK ANALYSIS

ADAPTIVE SECURITY

Block Dangerous Activity Through Adaptive Defense



Sent an email with a bank statement to a client

Sent 7 copies of bank statements to clients

Attempted to send email with 21 copies of bank statements to a client

Dynamic policies continuously adapt to new threats and unusual behavior, applying risk-scored protection **without disrupting work**.

High-risk actions are blocked, while routine tasks continue uninterrupted—ensuring security **without slowdowns.**

Case study

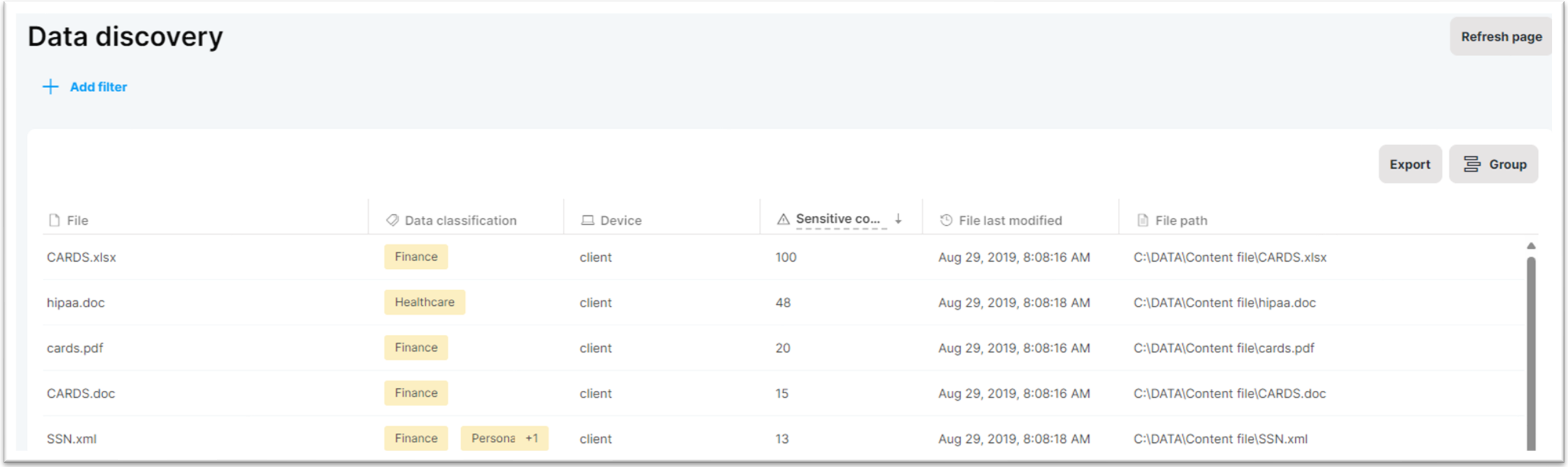
EU-based HR agency, 1200 employees, 5 countries

- **Objective:** Personal data flow in/out regularly, with high variation of destinations, low standardization
- **Risk:** Mass data leak (GDPR, brand, competitors)
- **Traditional approach:** ~100 protection policies, weekly limit adjustments in policies
- **New approach:** 1 general dynamic policy and ~10 special cases' policies, one-time adjustment for some roles during initial 30 days (learning period)

Safetica's 4 Pillars of Intelligent Data Security

Content and Contextual Awareness

Data inventory of the data at rest



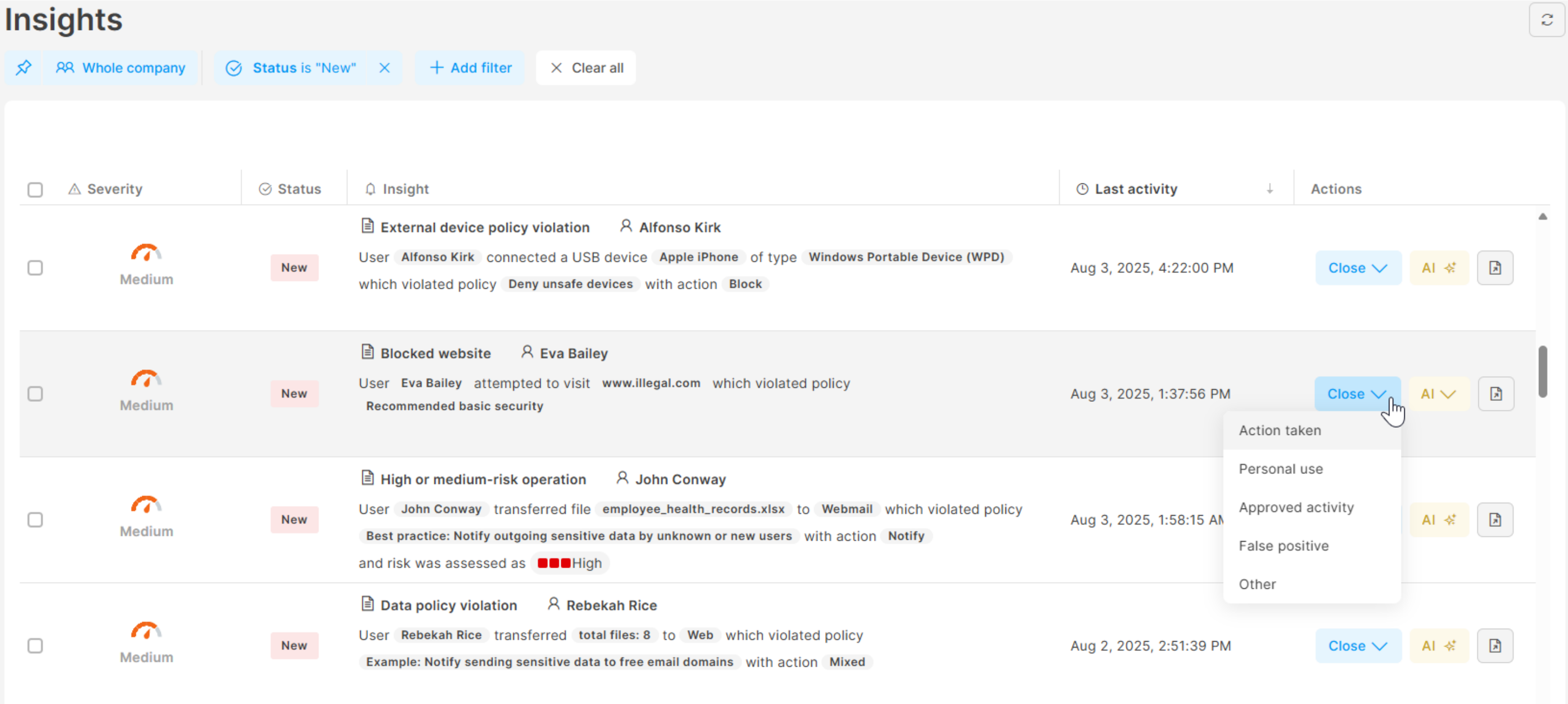
Data discovery

File	Data classification	Device	Sensitive co...	File last modified	File path
CARDS.xlsx	Finance	client	100	Aug 29, 2019, 8:08:16 AM	C:\DATA\Content file\CARDS.xlsx
hipaa.doc	Healthcare	client	48	Aug 29, 2019, 8:08:18 AM	C:\DATA\Content file\hipaa.doc
cards.pdf	Finance	client	20	Aug 29, 2019, 8:08:16 AM	C:\DATA\Content file\cards.pdf
CARDS.doc	Finance	client	15	Aug 29, 2019, 8:08:16 AM	C:\DATA\Content file\CARDS.doc
SSN.xml	Finance Persona +1	client	13	Aug 29, 2019, 8:08:18 AM	C:\DATA\Content file\SSN.xml

Safetica's 4 Pillars of Intelligent Data Security

Content and Contextual Awareness

Data in use & in motion – Actionable Highlights



Insights

□	Severity	Status	Insight	Last activity	Actions
□	Medium	New	External device policy violation Alfonso Kirk User Alfonso Kirk connected a USB device Apple iPhone of type Windows Portable Device (WPD) which violated policy Deny unsafe devices with action Block	Aug 3, 2025, 4:22:00 PM	Close AI
□	Medium	New	Blocked website Eva Bailey User Eva Bailey attempted to visit www.illegal.com which violated policy Recommended basic security	Aug 3, 2025, 1:37:56 PM	Close AI
□	Medium	New	High or medium-risk operation John Conway User John Conway transferred file employee_health_records.xlsx to Webmail which violated policy Best practice: Notify outgoing sensitive data by unknown or new users with action Notify and risk was assessed as ■■■High	Aug 3, 2025, 1:58:15 AM	AI
□	Medium	New	Data policy violation Rebekah Rice User Rebekah Rice transferred total files: 8 to Web which violated policy Example: Notify sending sensitive data to free email domains with action Mixed	Aug 2, 2025, 2:51:39 PM	Close AI

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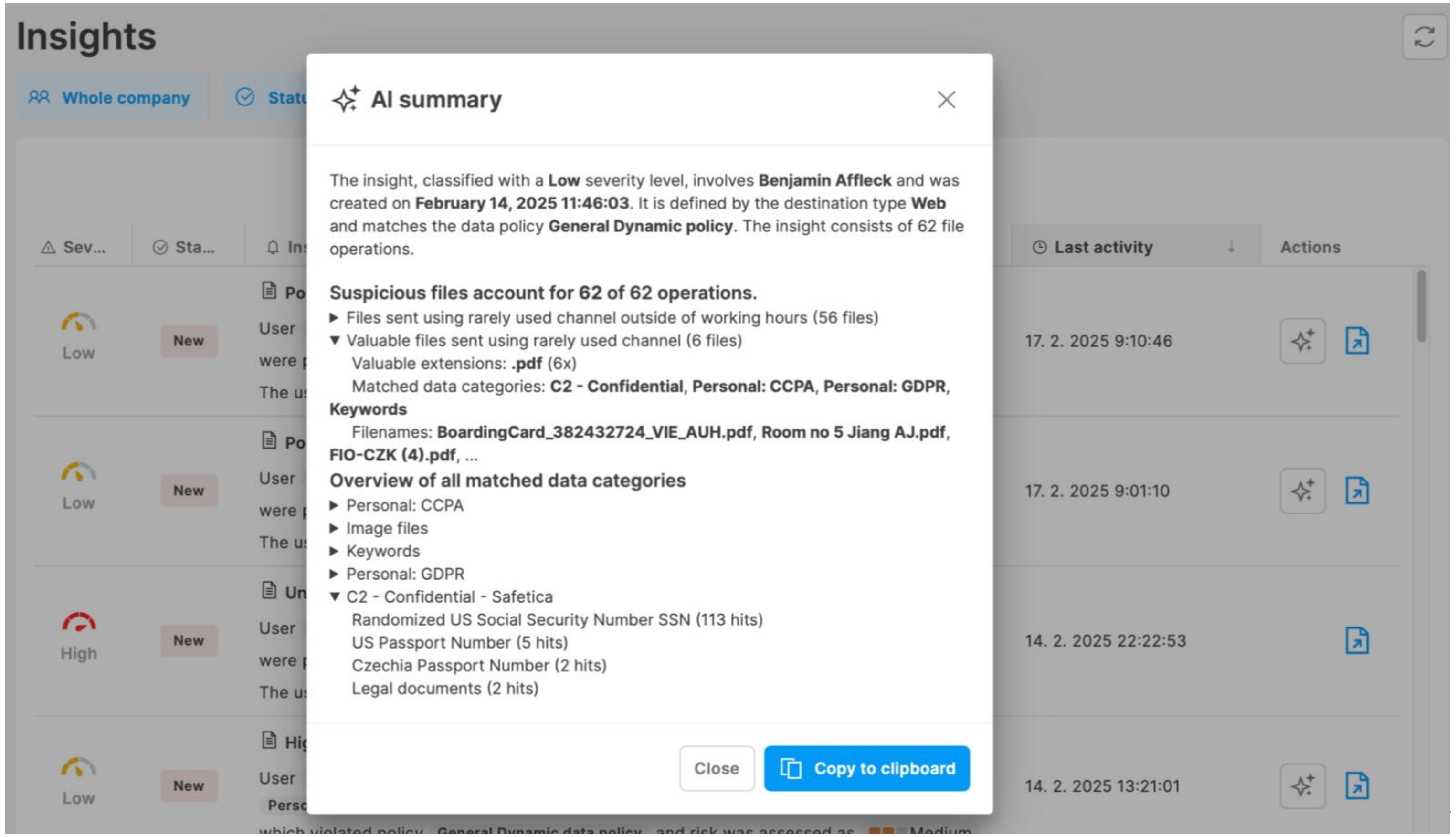
Data in use & in motion – Actionable Highlights



AI summary

The insight, classified with a **Low** severity level, involves **Benjamin Affleck** and was created on **February 14, 2025 11:46:03**. It is defined by the destination type **Web** and matches the data policy **General Dynamic policy**. The insight consists of 62 file operations.

Suspicious files account for 62 of 62 operations.

▶ Files sent using rarely used channel outside of working hours (56 files)

▼ Valuable files sent using rarely used channel (6 files)

Valuable extensions: **.pdf** (6x)

Matched data categories: **C2 - Confidential**, **Personal: CCPA**, **Personal: GDPR**, **Keywords**

Filenames: **BoardingCard_382432724_VIE_AUH.pdf**, **Room no 5 Jiang AJ.pdf**, **FIO-CZK (4).pdf**, ...

Overview of all matched data categories

▶ Personal: CCPA

▶ Image files

▶ Keywords

▶ Personal: GDPR

▼ C2 - Confidential - Safetica

Randomized US Social Security Number SSN (113 hits)

US Passport Number (5 hits)

Czechia Passport Number (2 hits)

Legal documents (2 hits)

*for Safetica Cloud

Safetica’s 4 Pillars of Intelligent Data Security

Content and Contextual Awareness

Cloud Security

Secure sensitive cloud-based data

Would you like to…

***Gain insight** into data-related activities in Microsoft 365 environments?*

***Actively protect** Your data in Microsoft 365 environments?*

Extend policies to the cloud to ensure that cloud-based data is accessed and shared securely?

Safetica Cloud Protection

Microsoft Exchange

- **Email Visibility:** Gain full visibility into outbound email communication, auditing all emails sent by Microsoft 365 users.
- **Protection Activation:** For real-time protection, activate Microsoft Outlook protection to block or flag emails that may breach your policies.

Microsoft Outlook

- **Active Protection & Remediation:** Block emails that violate company policies before they are sent via both web and desktop Outlook.
- **User Notifications:** Alert users about potential policy violations before sending emails.
- **Cross-Device Protection:** Secure emails even on devices without the Safetica Client.
- **Attachment Control:** Prevent sensitive attachments from leaving your organization via Outlook.

Microsoft SharePoint

- **File Activity Audit & Protection:** Monitor and protect file activity across SharePoint, OneDrive for Business, and Teams.
- **Controlled Sharing:** Cancel or control file sharing that violates your company policies, both internally and externally.

Safetica’s 4 Pillars of Intelligent Data Security

Content and Contextual Awareness

Insider Risk & User Behavior

Stay ahead of insider risks

Do you have visibility into…

*What **productivity trends** are happening across your company?*

*Are any users engaging in **unusual or unexpected activities**?*

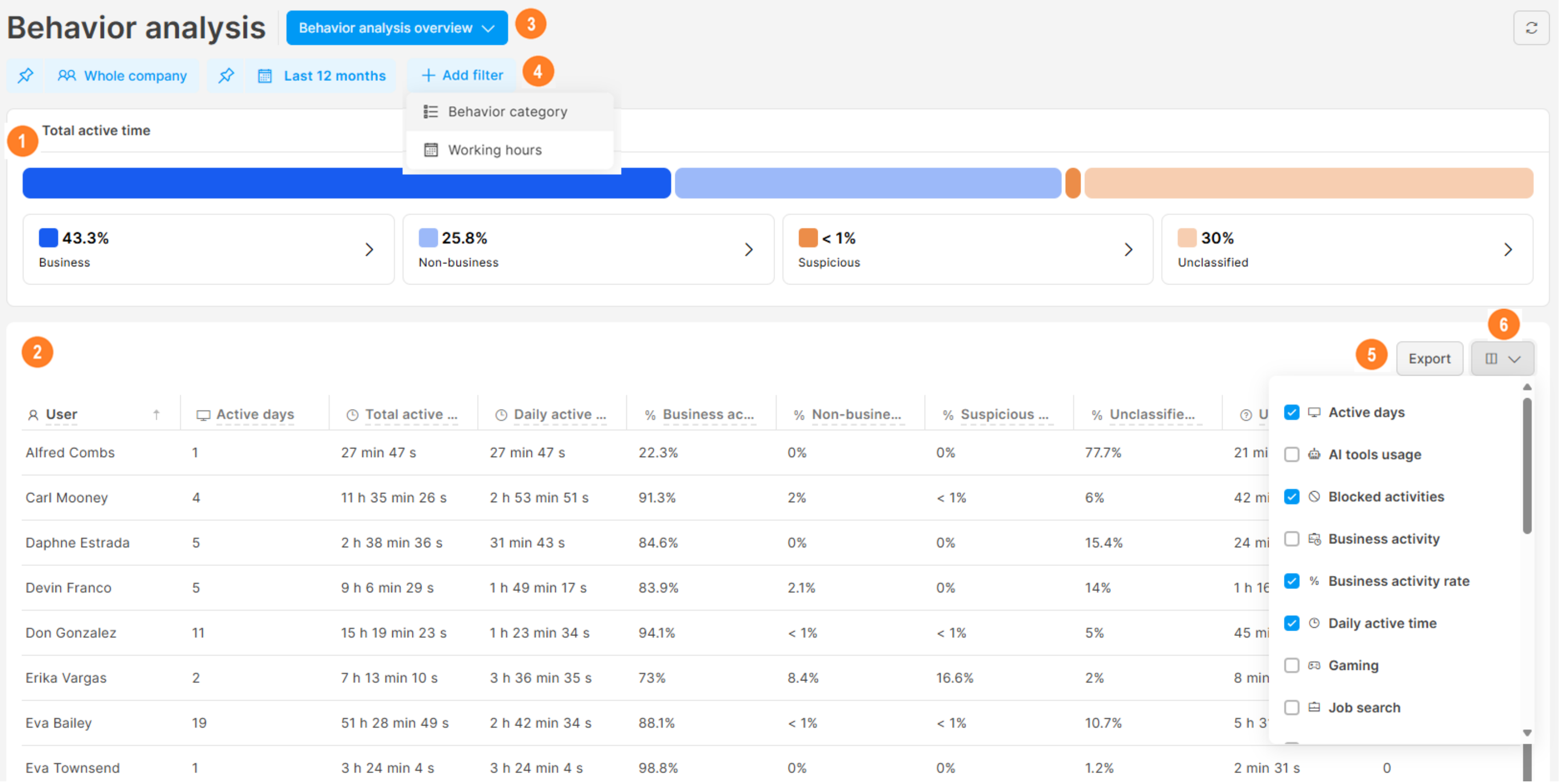
*How much time do employees spend on **non-business-related activities during work hours**?*

Safetica’s 4 Pillars of Intelligent Data Security

Content and Contextual Awareness

Insider Risk & User Behavior

Stay ahead of insider risks



Behavior analysis

Total active time

43.3%	25.8%	< 1%	30%
Business	Non-business	Suspicious	Unclassified

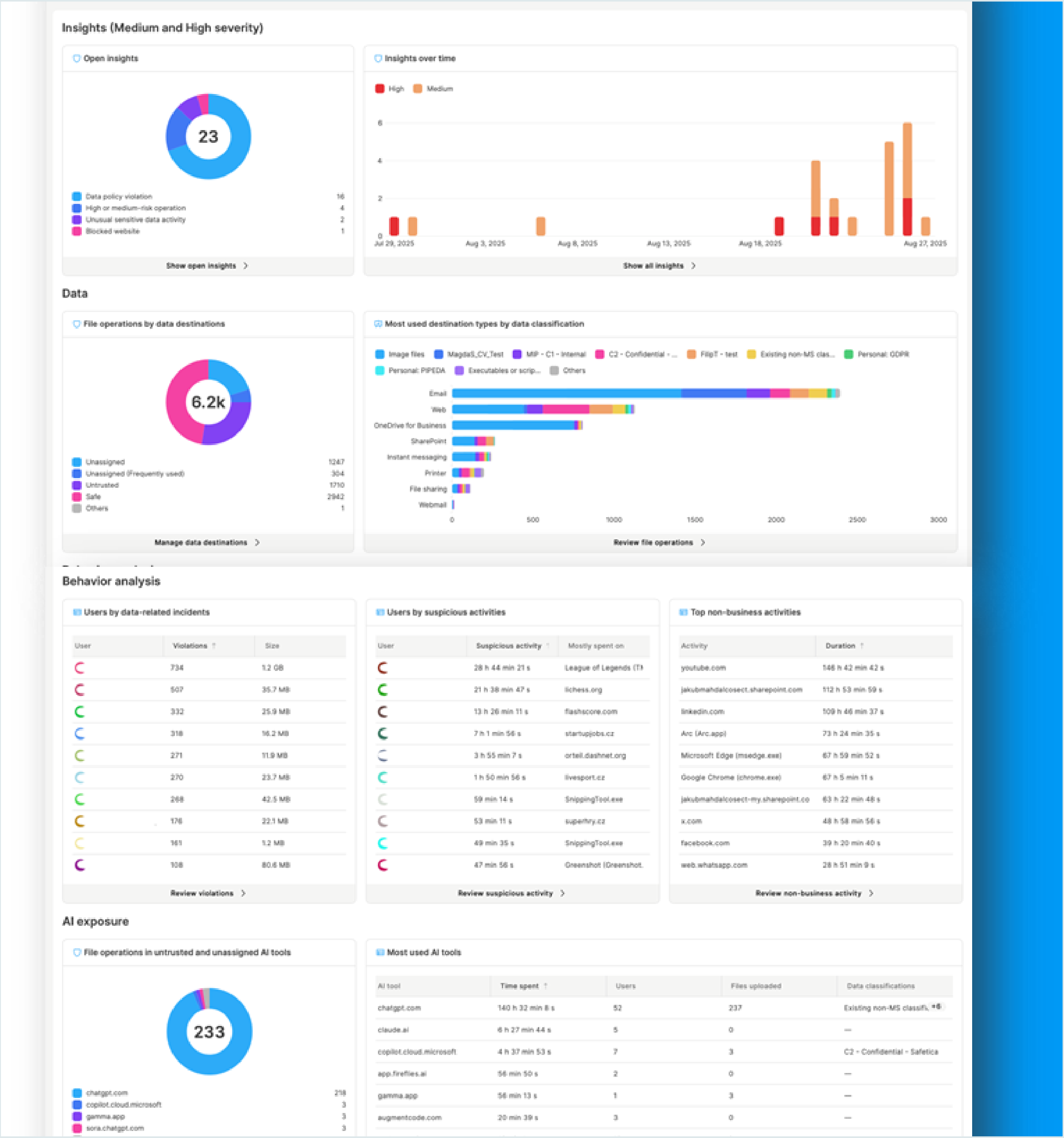
User	Active days	Total active ...	Daily active ...	% Business ac...	% Non-busine...	% Suspicious ...	% Unclassifie...	U	
Alfred Combs	1	27 min 47 s	27 min 47 s	22.3%	0%	0%	77.7%	21 mi	
Carl Mooney	4	11 h 35 min 26 s	2 h 53 min 51 s	91.3%	2%	< 1%	6%	42 mi	
Daphne Estrada	5	2 h 38 min 36 s	31 min 43 s	84.6%	0%	0%	15.4%	24 mi	
Devin Franco	5	9 h 6 min 29 s	1 h 49 min 17 s	83.9%	2.1%	0%	14%	1 h 16	
Don Gonzalez	11	15 h 19 min 23 s	1 h 23 min 34 s	94.1%	< 1%	< 1%	5%	45 mi	
Erika Vargas	2	7 h 13 min 10 s	3 h 36 min 35 s	73%	8.4%	16.6%	2%	8 min	
Eva Bailey	19	51 h 28 min 49 s	2 h 42 min 34 s	88.1%	< 1%	< 1%	10.7%	5 h 3	
Eva Townsend	1	3 h 24 min 4 s	3 h 24 min 4 s	98.8%	0%	0%	1.2%	2 min 31 s	0

☑ Active days
☐ AI tools usage
☑ Blocked activities
☐ Business activity
☑ Business activity rate
☑ Daily active time
☐ Gaming
☐ Job search

Safetica's 4 Pillars of Intelligent Data Security

Insider Risk & User Behavior

Stay ahead of insider risks



Insights (Medium and High severity)

Open insights

Data policy violation	16
High or medium-risk operation	4
Unusual sensitive data activity	2
Blocked website	1

Show open insights ›

Insights over time

Show all insights ›

Data

File operations by data destinations

Unassigned	1247
Unassigned (Frequently used)	304
Untrusted	1710
Safe	2942
Others	1

Manage data destinations ›

Most used destination types by data classification

Review file operations ›

Behavior analysis

Users by data-related incidents

User	Violations ↑	Size
	734	1.2 GB
	507	35.7 MB
	332	25.9 MB
	318	16.2 MB
	271	11.9 MB
	270	23.7 MB
	268	42.5 MB
	176	22.1 MB
	161	1.2 MB
	108	80.6 MB

Review violations ›

Users by suspicious activities

User	Suspicious activity ↑	Mostly spent on
	28 h 44 min 21 s	League of Legends (T¹
	21 h 38 min 47 s	lichess.org
	13 h 26 min 11 s	flashscore.com
	7 h 1 min 56 s	startupjobs.cz
	3 h 55 min 7 s	ortell.dashnet.org
	1 h 50 min 56 s	livesport.cz
	59 min 14 s	SnippingTool.exe
	53 min 11 s	superhry.cz
	49 min 35 s	SnippingTool.exe
	47 min 56 s	Greenshot (Greenshot.

Review suspicious activity ›

Top non-business activities

Activity	Duration ↑
youtube.com	146 h 42 min 42 s
jakubmahdalcosect.sharepoint.com	112 h 53 min 59 s
linkedin.com	109 h 46 min 37 s
Arc (Arc.app)	73 h 24 min 35 s
Microsoft Edge (msedge.exe)	67 h 59 min 52 s
Google Chrome (chrome.exe)	67 h 5 min 11 s
jakubmahdalcosect-my.sharepoint.co	63 h 22 min 48 s
x.com	48 h 58 min 56 s
facebook.com	39 h 20 min 40 s
web.whatsapp.com	28 h 51 min 9 s

Review non-business activity ›

AI exposure

File operations in untrusted and unassigned AI tools

chatgpt.com	218
copilot.cloud.microsoft	3
gamma.app	3
sora.chatgpt.com	3

Most used AI tools

AI tool	Time spent ↑	Users	Files uploaded	Data classifications
chatgpt.com	140 h 32 min 8 s	52	237	Existing non-MS classifi. +6
claude.ai	6 h 27 min 44 s	5	0	—
copilot.cloud.microsoft	4 h 37 min 53 s	7	3	C2 - Confidential - Safetica
app.fireflies.ai	56 min 50 s	2	0	—
gamma.app	56 min 13 s	1	3	—
augmentcode.com	20 min 39 s	3	0	—

Why not try Safetica for yourself?

Cloud

On-Premises

Install in less than 10 minutes*

- Quick and Easy to Install
- Pre-configured to start working out of the box
- Reduced time-to-value
- Low administrative burden

*for Safetica Cloud

Proof of Concept (POC) with Safetica

See for yourself

Compliance &
Data Discovery

Data
Protection

Cloud
Security

Insider Risk &
User Behavior

Don’t miss out – lock your Safetica trial for 30 days today!

Contact person for our local Distributor, “NOD Baltic”, UAB:
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Technology alliances

FORTINET FABRIC-READY

Microsoft