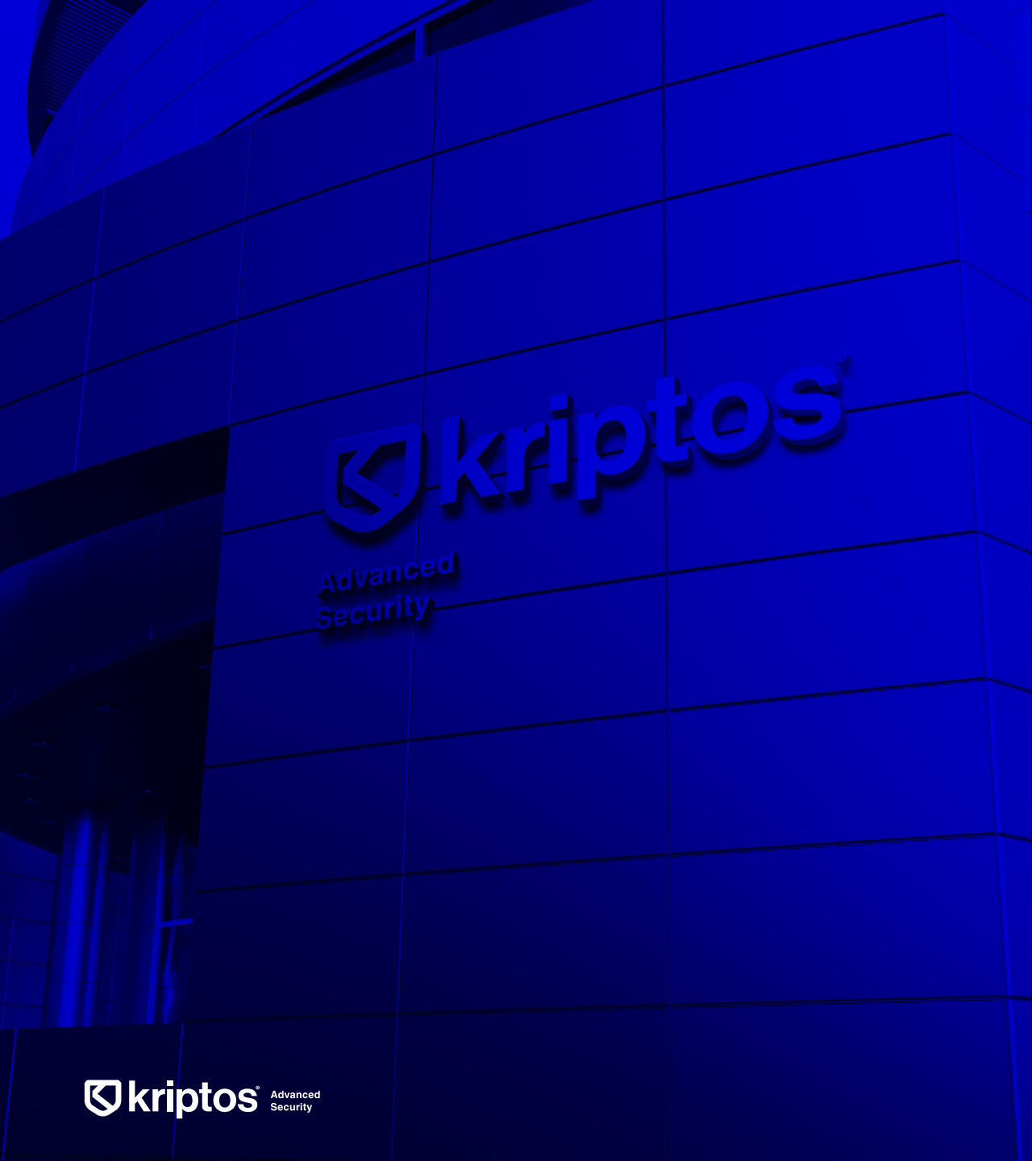
Locate your Critical Information Automatically using AI

kriptos® Advanced Security

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

Outstanding News

Nasdaq MarketWatch ILTV.TV 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.

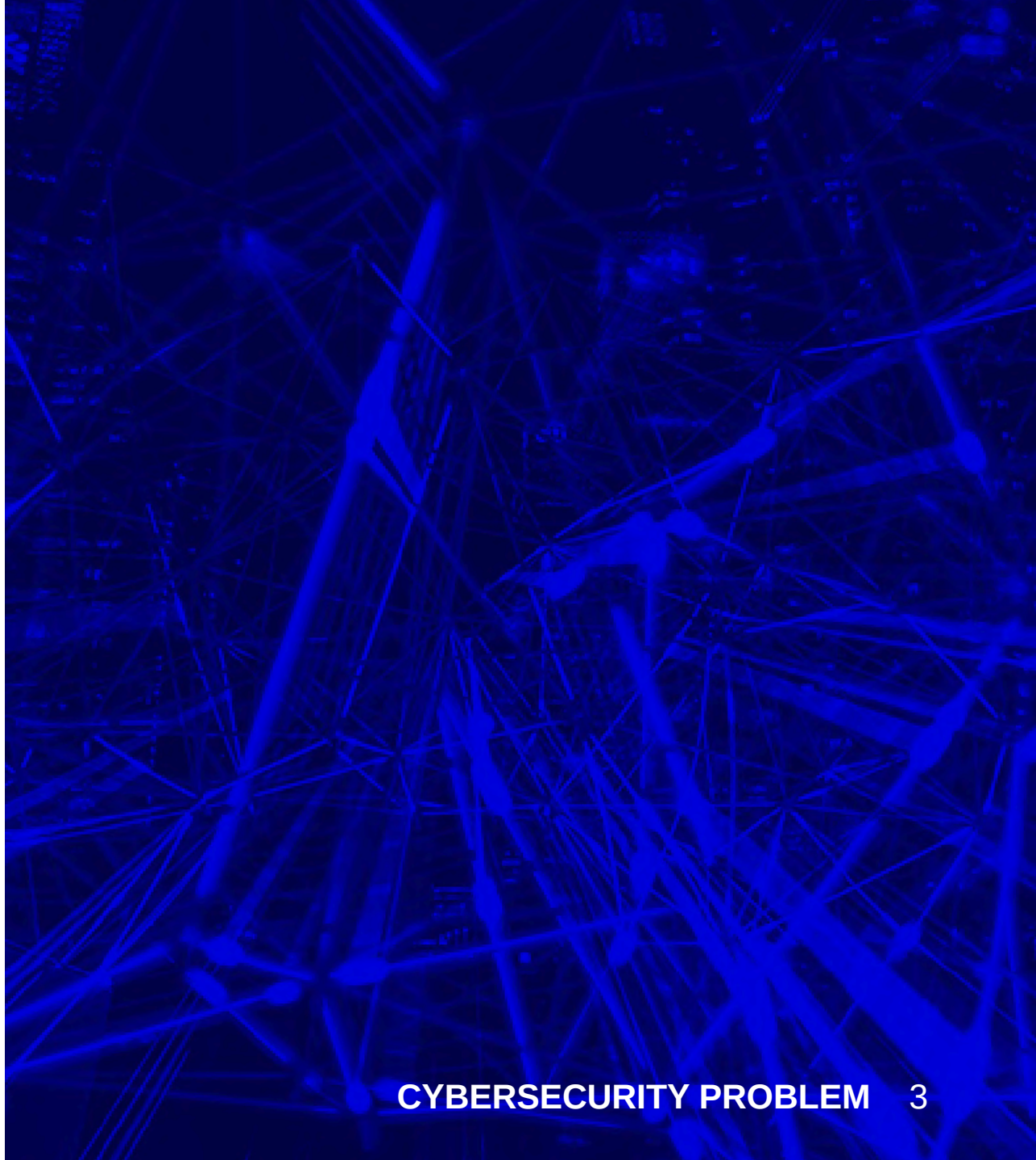
Kriptos saves you time by completely replacing human effort and it is compatible with any DLP and CASB solutions. Detect documents with personal data, credit card information and determine their sensitivity levels by analyzing 100% of your information in local discs, servers and cloud.

CYBERSECURITY PROBLEM

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**.

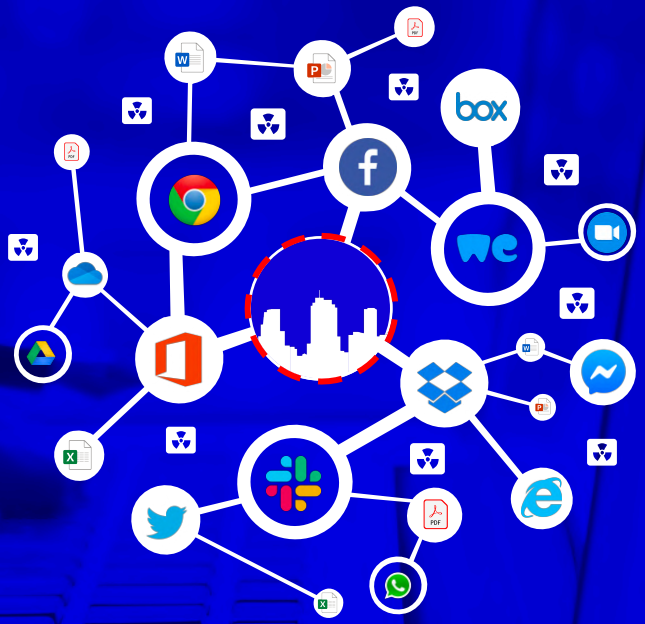
End users do not realize the risks associated with sending sensitive data through unencrypted emails, file transfer tools, etc. Technological development has caused data volumes to rise rapidly, this increase the risk that unauthorized parties could gain access to sensitive data.

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

NETWORK PERIMETER

BEFORE

NOW

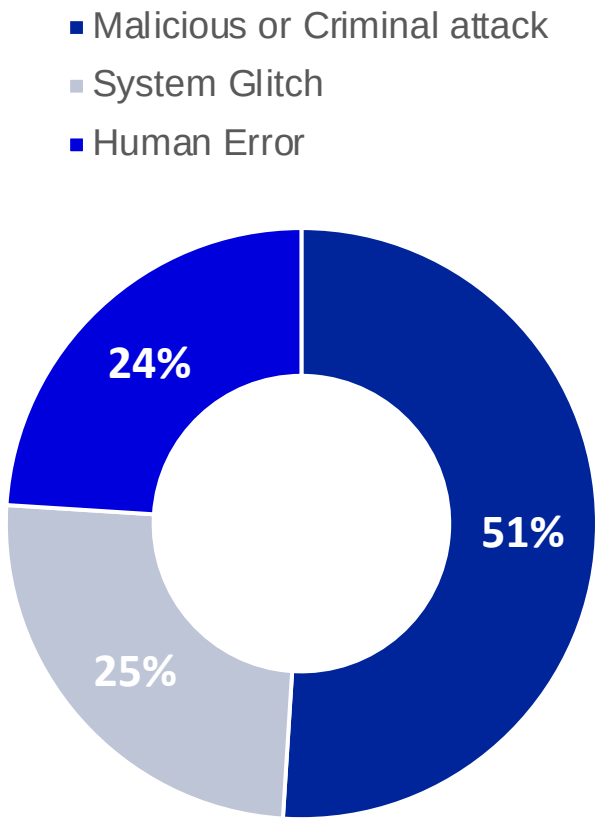


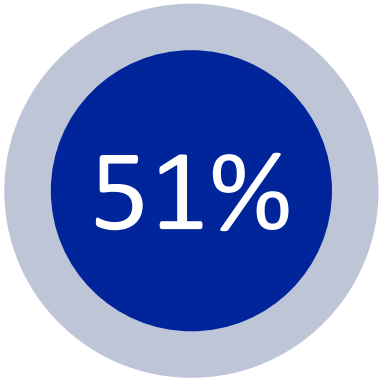
Only **7%** of businesses have good visibility of all critical data.

58% say they only have slight control.

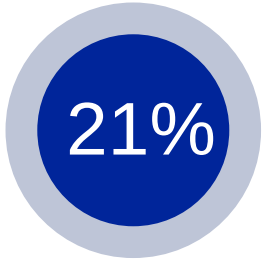
(ForcePoint)

ROOT CAUSES OF A DATA BREACH

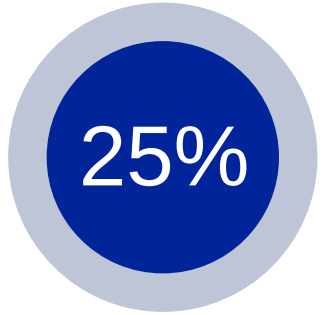




Malicious attacks caused a majority **(51%)** of data breaches.



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.

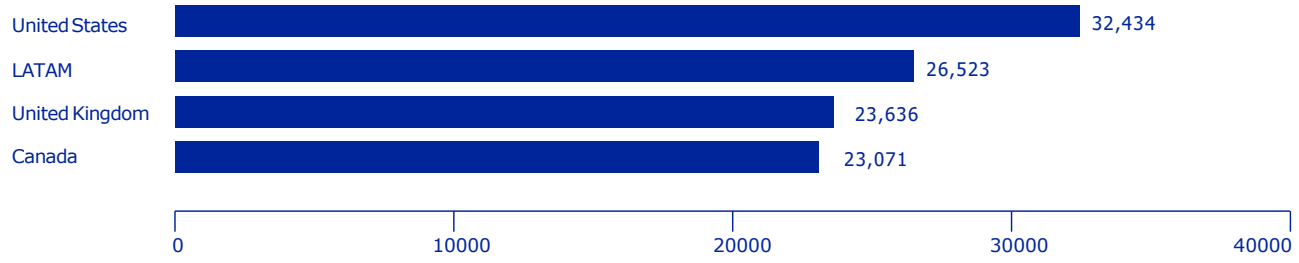
COST OF DATA LOSS LEAKAGE GLOBALLY

		Cost per record		
Category	**Description**	**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
Total cost per record (USD)		**$90**	**$155**	**$305**

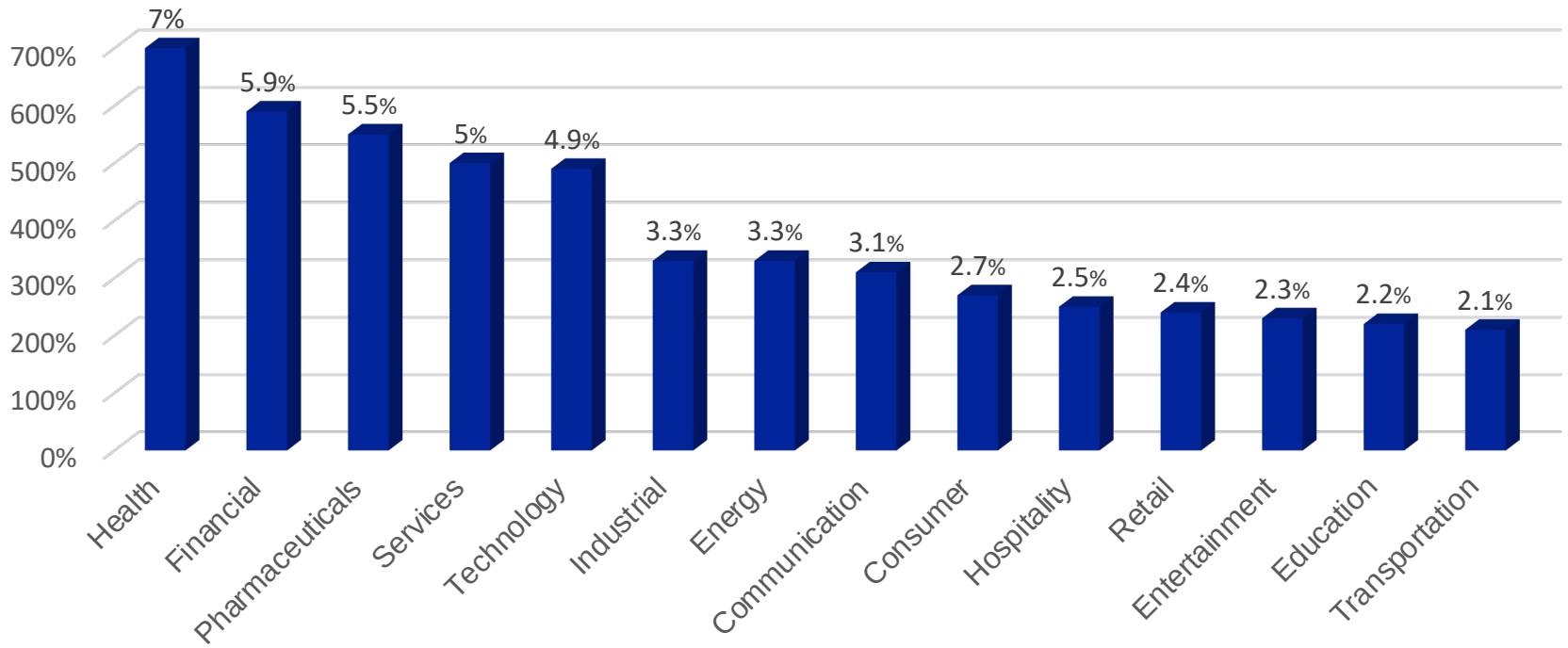
COST PER RECORD IN LATAM

USD
Per record

AVERAGE RECORDS PER BREACH

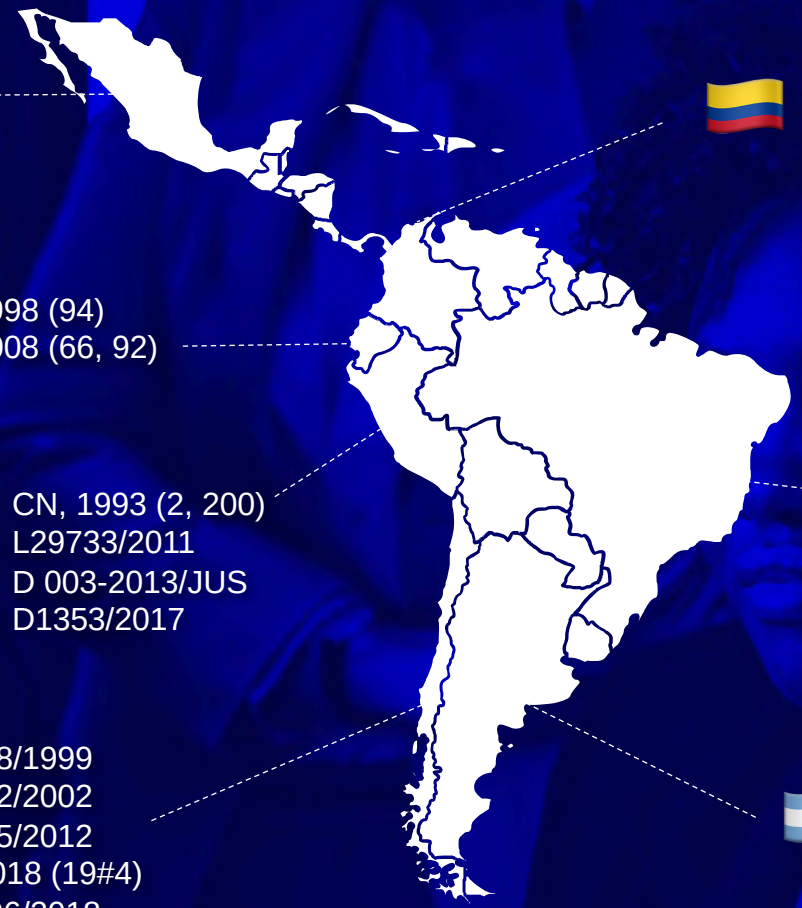


ANNUAL PROBABILITY OF LEAKAGE PER INDUSTRY



AVERAGE
3.72%

DATA PROTECTION REGULATIONS IN LATAM



- CN, 2007 (6)
- CN, 2009 (16)
- CN, 2014 (6, 73, 116)
- LF (2002, 2010, 2017)

- CN, 1991 (15)
- L 1581/2012

CN - Constitución
L - Ley
LF - Ley Federal
D - Derecho

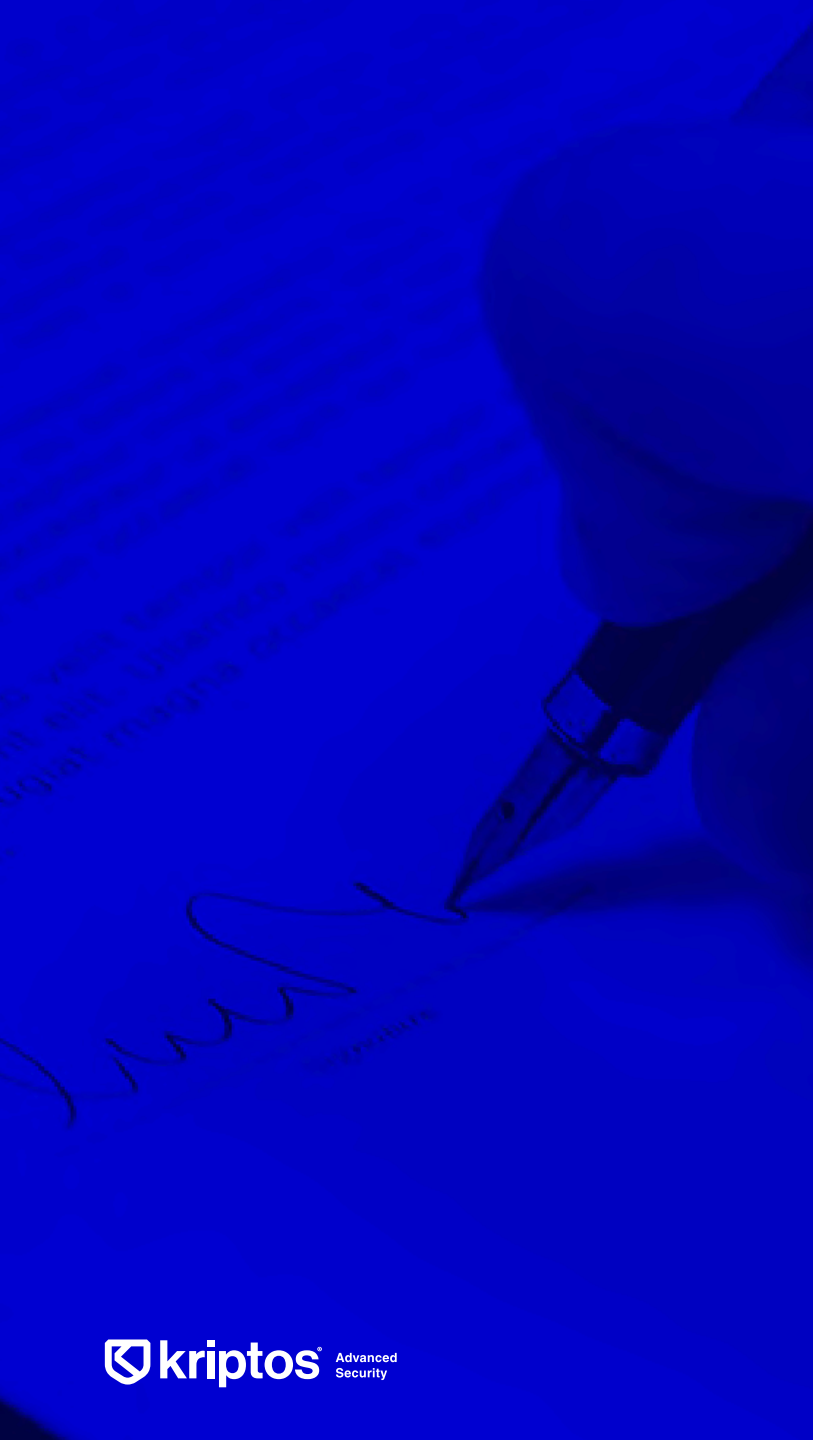
- CN, 1998 (94)
- CN, 2008 (66, 92)

- CN, 1993 (2, 200)
- L29733/2011
- D 003-2013/JUS
- D1353/2017

- CN, 1988 (5 LXXII)
- L 13,709/2018

- L19628/1999
- L19812/2002
- L20575/2012
- CN, 2018 (19#4)
- L 21096/2018

- CN, 1994 (43)
- L 25326/2000
- D 1558/2001



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.

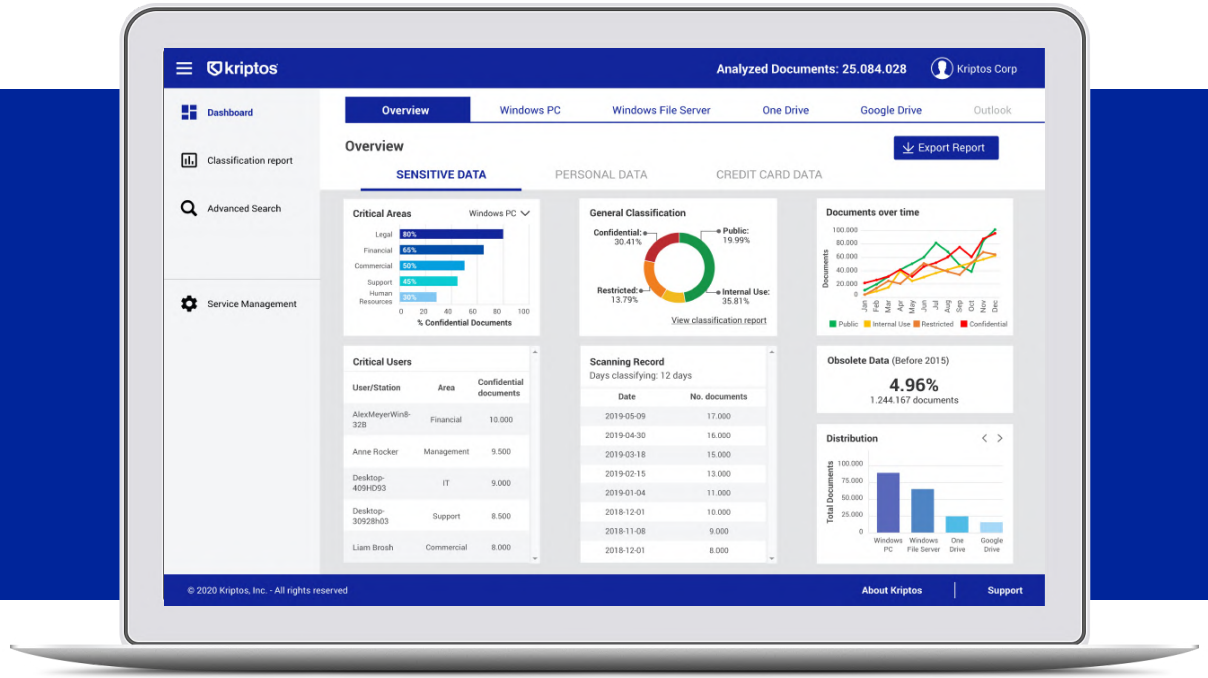
What does PCI DSS say about data classification?

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.

kriptos Advanced Security

DATA CLASSIFICATION SOFTWARE

Kriptos - Locate critical documents automatically.



Three AI Algorithms that detect:

- Sensitive Information
- Personal Data
- Credit Cards

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

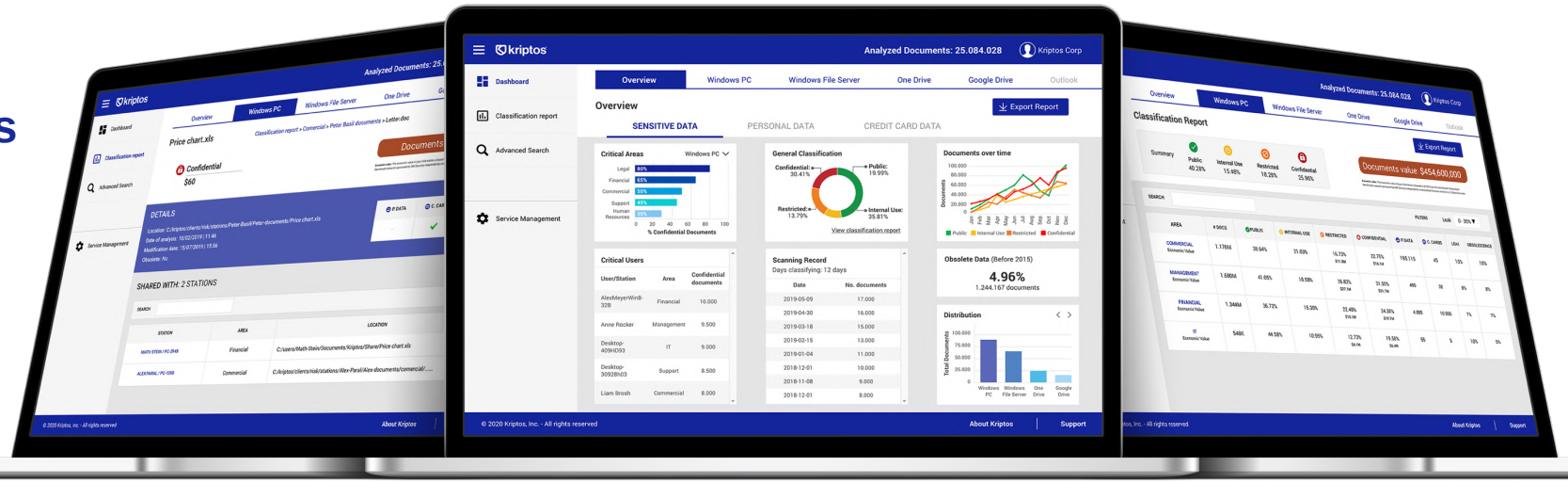
Identify risky users and areas

Regulatory Compliance

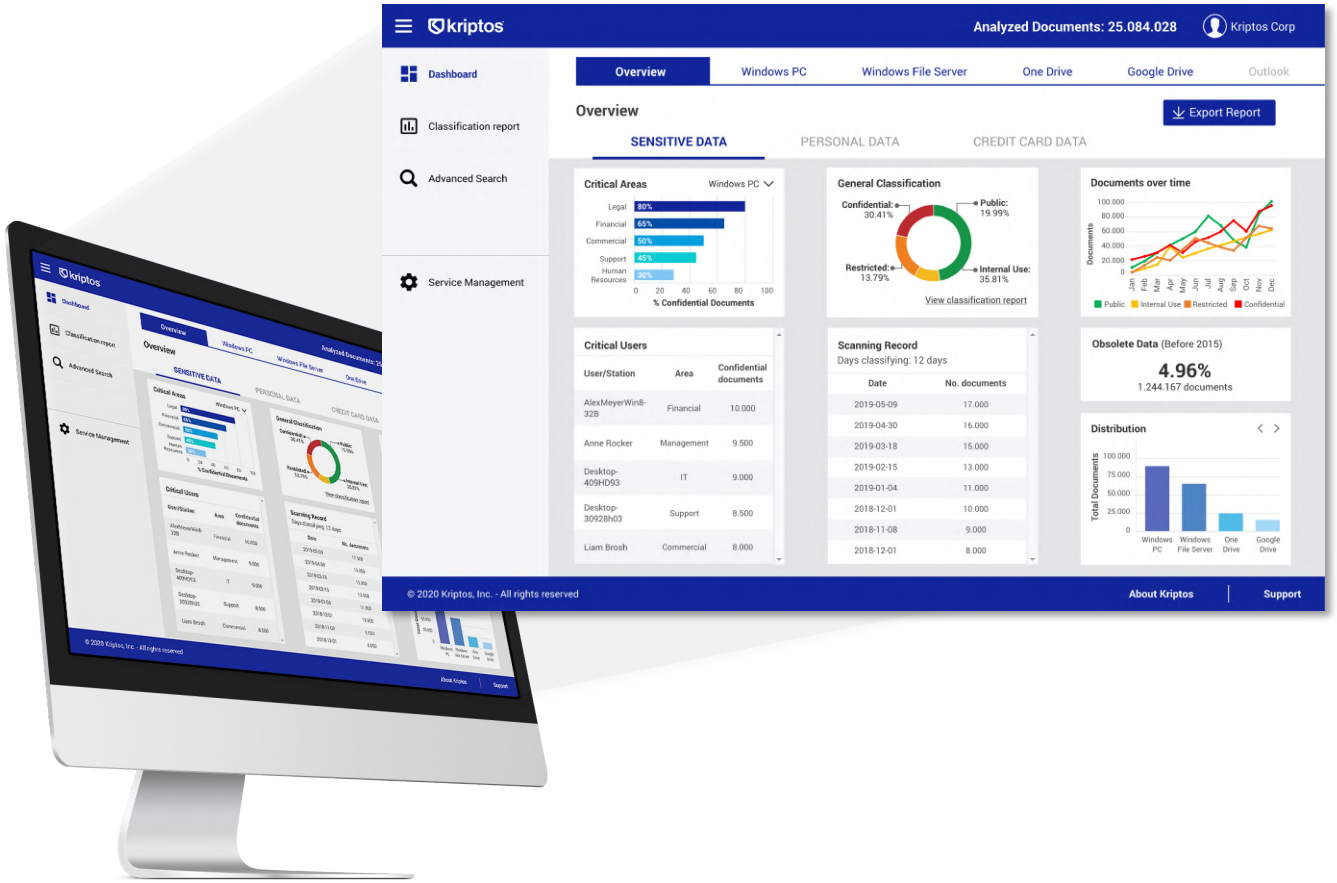
Data Leak prevention and protection

Classify Information Assets

Access Controls



VISIBILITY AND ANALYTICS



MAIN DASHBOARD

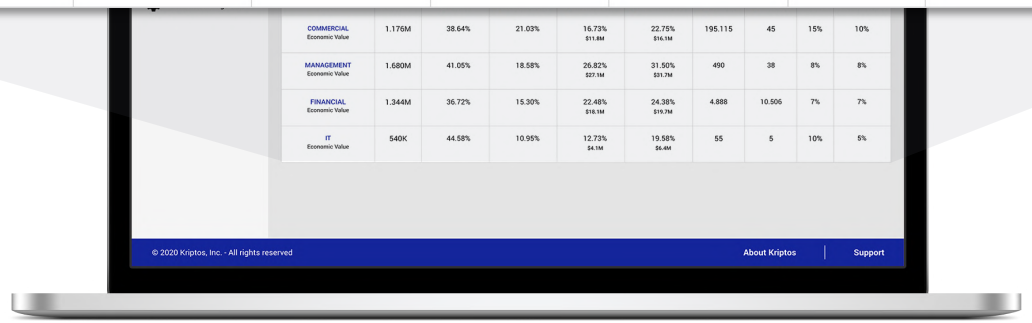
Detect which **users and areas** have access to your critical information. Identify the percentage of obsolete data in your company and evolution of data over time.

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%



- 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.

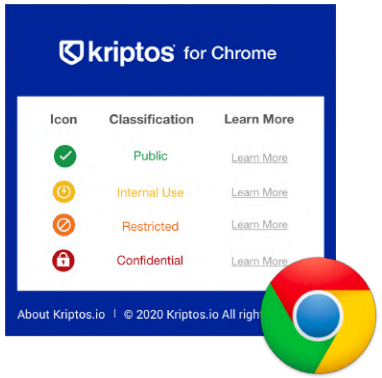
COMPUTER

FILE SERVER

CLOUD

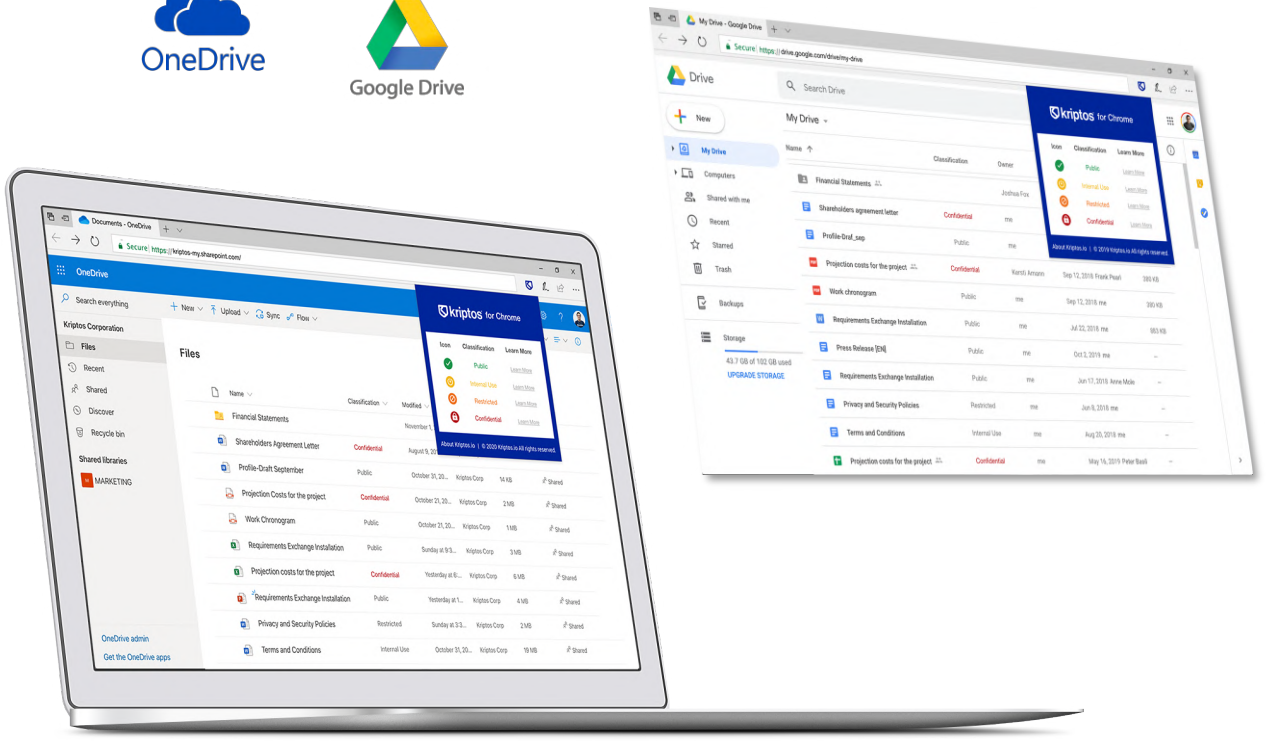
ADD-ON FOR GOOGLE CHROME

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



OneDrive

Google Drive



Cloud integration in

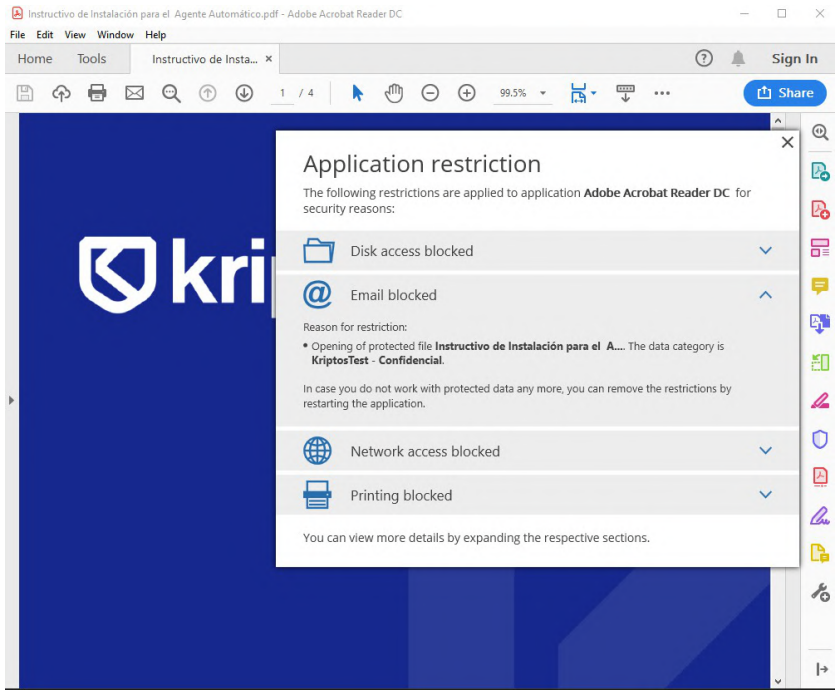
60 seconds

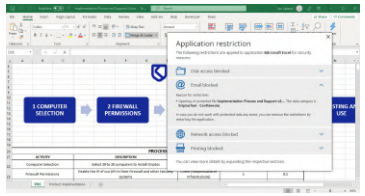
"Kriptos excels at classifying millions of cloud-based documents in an incredibly short period of time, speeding up the time to adoption for DLP technology"

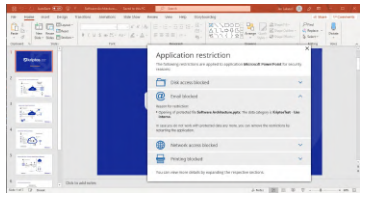
Dave Rogers, Netskope's VP of Alliances & Global Channel Sales

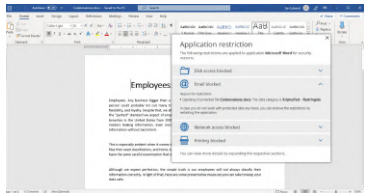
COMPATIBLE WITH ANY DLPs/CASBs

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









netskope

FORCEPOINT

Symantec

Azure Information Protection

McAfee Together is power.

TREND MICRO

paloalto NETWORKS

safetica

CLASIFICATION WITH ARTIFICIAL INTELLIGENCE

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

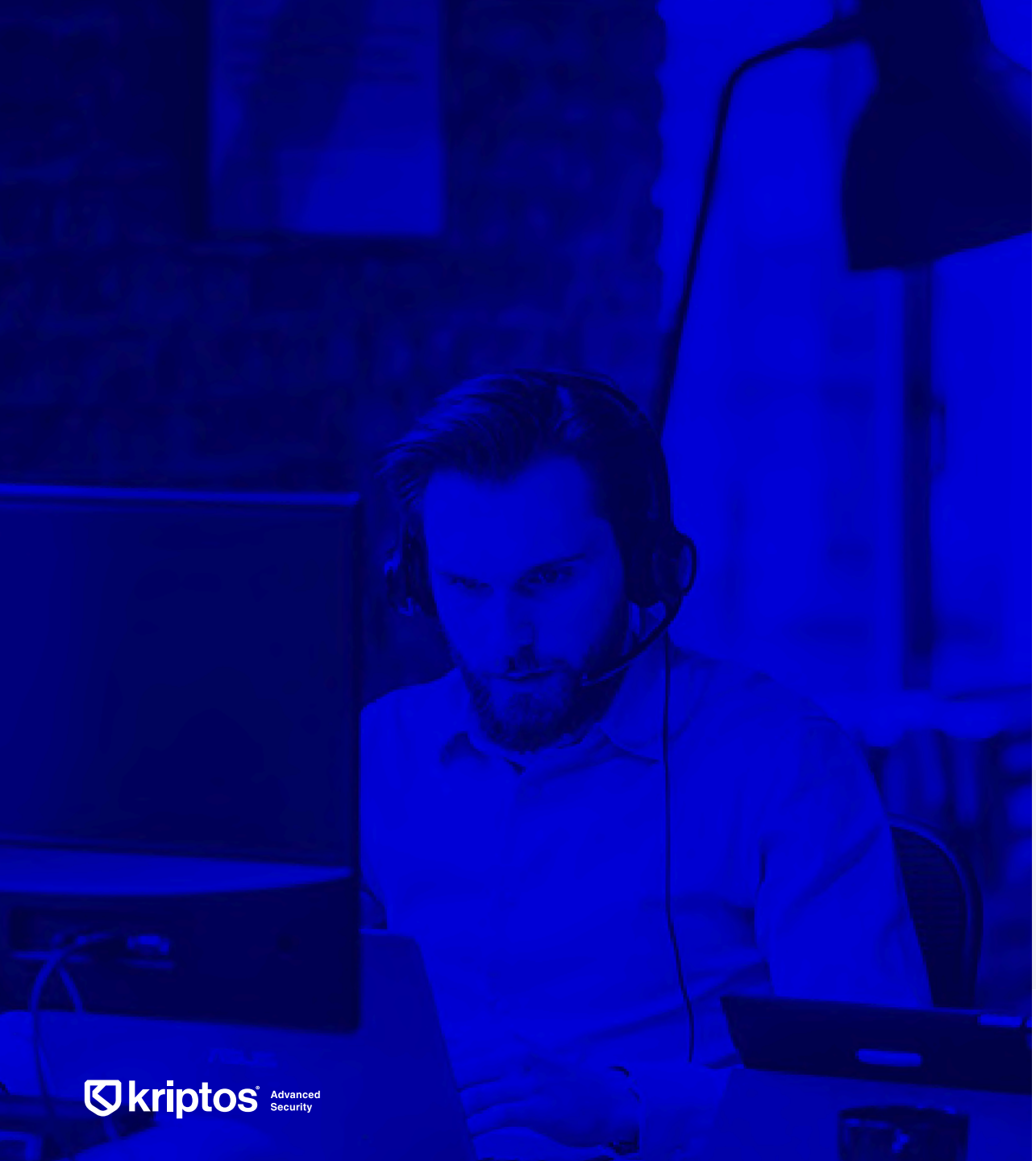
Insurance Industry

Organize and protect all the valuable information of clients

Manufacturing industry

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

Other Industries



kriptos Advanced Security

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

Reviewed by:

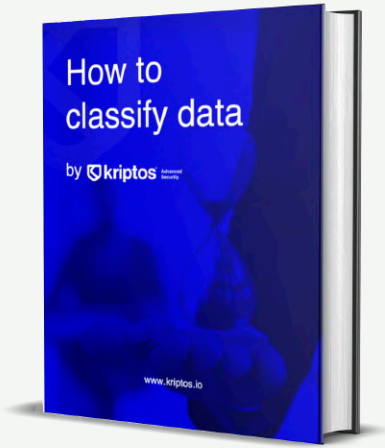
Ole Christian Olsen

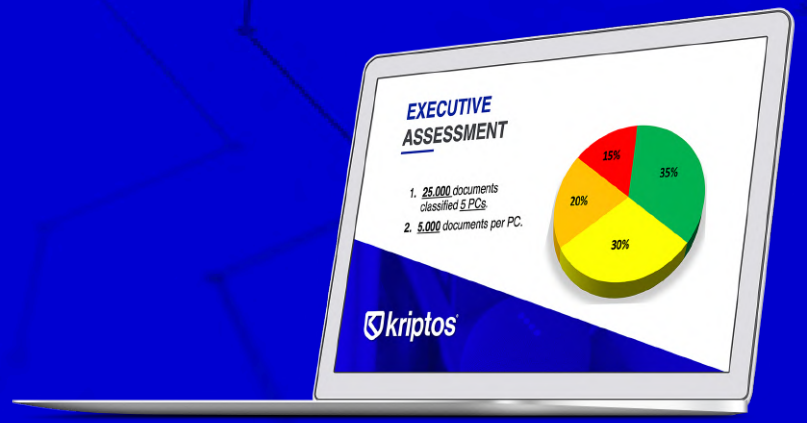
CISO - Kriptos Inc

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





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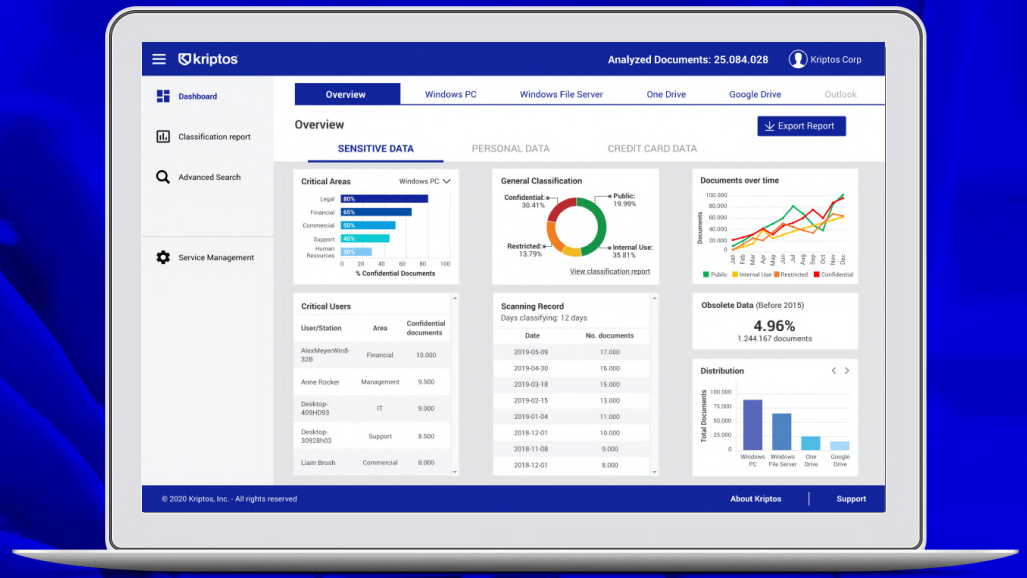
Advanced Security



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