USE CASE

Semantic Intelligence for Data in Motion

It's a connected world. Data is constantly on the move and has never been easier to share with colleagues, friends, and the world—we have so many choices just a click away. But however we're sharing data, each time it travels, it's at risk of falling into the wrong hands.

Security teams have their work cut out for them. Not only must they make sure that employees and third-party contractors aren't accessing data that they shouldn't, but they've also got to ensure that the users who are authorized to access it aren't sharing it.

And unless you have comprehensive data discovery and data loss prevention policies, these users can share the data wherever they choose—they can send data in an email or via a messaging application, share it on social media, upload it to a personal file share, upload or paste it into a GenAI tool, and so much more.

When a Social Media Slip-Up Spills the Beans

There's nothing like a good post on social media to get the word out about your awesome product, and your marketing team is on it like glitter on a craft project. The problem is their last post inadvertently shared information about features that are still in development and now the product team is up in arms.

That information should've been kept under wraps, but instead it's out there on the internet. Customers are asking questions, and your competitors are taking notes.

Nip Willy-Nilly Data Sharing in the Bud

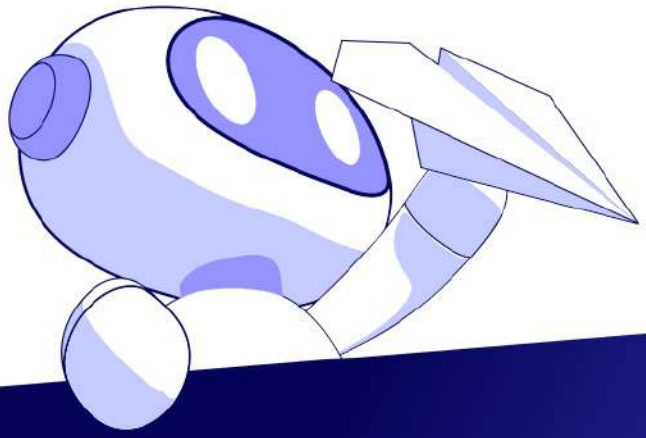
You need to be able to closely monitor and govern user activity across your organization, so you can bring the hammer down on your most sensitive data being shared all over the place.

A Ride-Or-Die for Your Data on the Move

With Semantic Intelligence™, you finally get a category-aware data loss prevention (DLP) solution that works with you. We help you contextually discover, monitor, and protect your sensitive data as it travels to ensure that it isn't being shared.

Our platform rescans any data being sent from endpoints in your organization to make sure no sensitive data is being leaked. Whether the data is being emailed, uploaded to a cloud file-sharing application such as Box or Google Drive, posted to social media, or uploaded or copy/pasted to any public GenAI application like ChatGPT and Perplexity, as soon as a user opens a site, our AI automatically scans it and categorizes it according to its type. Once a site has been identified, any policies created for that type of site are automatically applied—without any need for human intervention.

Let's say a user opens their browser and types in content into a website. Once they press Enter, the content is scanned through our platform. If sensitive data is identified, the platform can be configured to generate an alert, issue a warning, and/or block the content. If an employee enters sensitive data into a GenAI prompt such as ChatGPT, we can mask this data as well as the answers that the AI site returns.



No, Your Data Shouldn't Have the Moves Like Jagger

- **No more risky or inappropriate sharing:** Stop users from sending sensitive data where it shouldn't be sent.
- **Insider threats neutralized:** Expose and squash data security risks within your organization.
- **Guardrails for GenAI use:** Stop sensitive data from being shared on public GenAI sites, so it isn't ingested into their models and then leaked to unauthorized users.
- **Ensure compliance and avoid steep penalties:** Maintain regulatory compliance by pinpointing and preventing sensitive data leaks.
- **Automated remediation:** Set policies to identify and stop data leakage without manual intervention.

About Concentric AI

Concentric AI is intelligent data security made easy. Our platform discovers, classifies, monitors risk, and protects data across cloud and on-premises environments. With AI-driven insights and co-managed services, we help businesses reduce risk, streamline compliance, and eliminate duplicate data records—transforming data from a liability into a well-managed asset. Contact us today to schedule a live demo and see for yourself how Concentric AI's Semantic Intelligence platform can help you secure all your data whenever it's on the move.

Schedule a Demo