

# Snowflake

## Product Brochure

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## Unleash the Power of Data Governance with Snowflake Governance Accelerated  
\*\*Elevate your data security, compliance, and control with Snowflake Governance Accelerated, a comprehensive suite of advanced features designed to unlock the full potential of your data in the Snowflake Data Cloud.\*\* In today's complex data landscape, ensuring data integrity and compliance is paramount. Snowflake Governance Accelerated provides a robust framework to manage and protect your sensitive data, enabling you to build trust and drive informed decision-making.

\*\*Key Features & Capabilities:\*\* \* \*\*Row-Level Security (RLS):\*\* Granularly control data access at the row level based on user roles, attributes, or dynamic conditions. Enforce strict security policies without sacrificing performance.

\* \*\*Object Tagging:\*\* Assign custom tags to any Snowflake object (tables, columns, views, warehouses) for streamlined data discovery, classification, and policy enforcement. Automate data governance workflows using tag-based policies.

\* \*\*Data Masking:\*\* Protect sensitive information with dynamic data masking policies. Define masking rules based on data type, role, or condition to redact, substitute, or obfuscate data at query time, ensuring compliance with regulations like GDPR and CCPA.

\* \*\*Access History:\*\* Gain a complete audit trail of all data access activity, including queries, users, and objects accessed. Proactively identify and investigate potential security risks or compliance violations.

\*\*Target Customers & Use Cases:\*\* Governance Accelerated is ideal for:

- \* \*\*Financial Services:\*\* Meet strict regulatory requirements, protect customer data, and prevent fraud.
- \* \*\*Healthcare:\*\* Ensure HIPAA compliance and safeguard patient privacy.
- \* \*\*Retail:\*\* Secure customer loyalty data and protect against unauthorized access.
- \* \*\*Organizations across all industries\*\* that need to meet compliance mandates.

\*\*Competitive Advantages & Unique Value Proposition:\*\* Unlike traditional data governance solutions, Snowflake Governance Accelerated is seamlessly integrated within the Snowflake Data Cloud, providing a unified and efficient approach to data security and compliance. It eliminates the need for separate tools and reduces the complexity of managing data governance policies. Because Governance Accelerated is built within Snowflake's architecture, it ensures consistent policy enforcement across all data workloads with minimal impact on performance. Data privacy is guaranteed.

\*\*Key Metric:\*\* Achieve up to 80% reduction in time spent on data governance tasks with automated policies and

centralized management.