

# Cloud Data Loss Prevention

Fully managed service designed to help you discover, classify, and protect your most sensitive data.

- Take charge of your data on or off cloud
- Gain visibility into sensitive data risk across your entire organization
- Reduce data risk with obfuscation and de-identification methods like masking and tokenization
- Seamlessly inspect and transform structured and unstructured data

Cloud DLP provides access to a powerful sensitive data inspection, classification, and de-identification platform.

Cloud DLP includes:

- Over 150 built-in [information type \(or "infoType"\) detectors](#).
- The ability to [define custom infoType detectors](#) using dictionaries, regular expressions, and contextual elements.
- [De-identification techniques](#) including redaction, masking, format-preserving encryption, date-shifting, and more.
- The ability to detect sensitive data within [streams of data, structured text, files in storage repositories such as Cloud Storage and BigQuery](#), and even within [images](#).
- [Analysis of structured data](#) to help understand its risk of being re-identified, including computation of metrics like *k*-anonymity, *l*-diversity, and more.
- The ability to automatically [profile BigQuery data](#) across an organization, folder, and project to identify tables where high-risk and sensitive data reside.

## Key features

### **Automated sensitive data discovery for your data warehouse**

Discover sensitive data by profiling every BigQuery table and column across your entire organization, select organization folders, or individual projects. Configure directly in the Cloud Console UI and let DLP handle the rest. Use table and column profiles to inform your security and privacy posture.

### **Use Cloud DLP from virtually anywhere, on or off Cloud**

With over [150 built-in infoTypes](#), Cloud DLP gives you the power to scan, discover, classify, and report on data from virtually anywhere. Cloud DLP has built-in support for scanning and classifying sensitive data in Cloud Storage, BigQuery, and

Datastore, and a streaming content API to enable support for additional data sources, custom workloads, and applications.

### **Automatically mask your data to safely unlock more of the cloud**

Cloud DLP provides tools to classify, mask, tokenize, and transform sensitive elements to help you better manage the data that you collect, store, or use for business or analytics. With support for [structured](#) and [unstructured](#) data, Cloud DLP can help you preserve the utility of your data for joining, analytics, and AI while protecting the raw sensitive identifiers.

### **Measure re-identification risk in structured data**

Enhance your understanding of data privacy risk. Quasi-identifiers are partially identifying elements or combinations of data that may link to a single person or a very small group. Cloud DLP allows you to measure statistical properties such as k-anonymity and l-diversity, expanding your ability to understand and protect data privacy.

## **All features**

Automatic discovery, inspection, and classification	Automatic DLP can be configured directly in the Cloud Console and runs continuously for you.
Flexible classification	<a href="#">150+ pre-defined detectors</a> with a focus on quality, speed, and scale. Detectors are improving and expanding all the time.
Simple and powerful redaction	De-identify your data: redact, mask, tokenize, and transform text and images to help ensure data privacy.
Serverless	Cloud DLP is ready to go, no need to manage hardware, VMs, or scale. Just send a little or a lot of data and Cloud DLP scales for you.
Detailed findings with on-demand inspection	Classification results can be sent directly into BigQuery for detailed analysis or export into other systems.

	Custom reports can easily be generated in Data Studio.
Secure data handling	Cloud DLP handles your <a href="#">data securely</a> and undergoes several independent third-party audits to test for data safety, privacy, and security.
Pay-as-you-go pricing	Cloud DLP is charged based on the amount of data processed, not based on a subscription service or device. This customer-friendly pricing allows you to pay as you go and not in advance of demand.
Easy workload integration	Efficiently deploy Cloud DLP with reusable templates, monitor your data with periodic scans, and integrate into serverless architecture with Pub/Sub notifications.
Custom rules	Add your own custom types, adjust detection thresholds, and create detection rules to fit your needs and reduce noise.