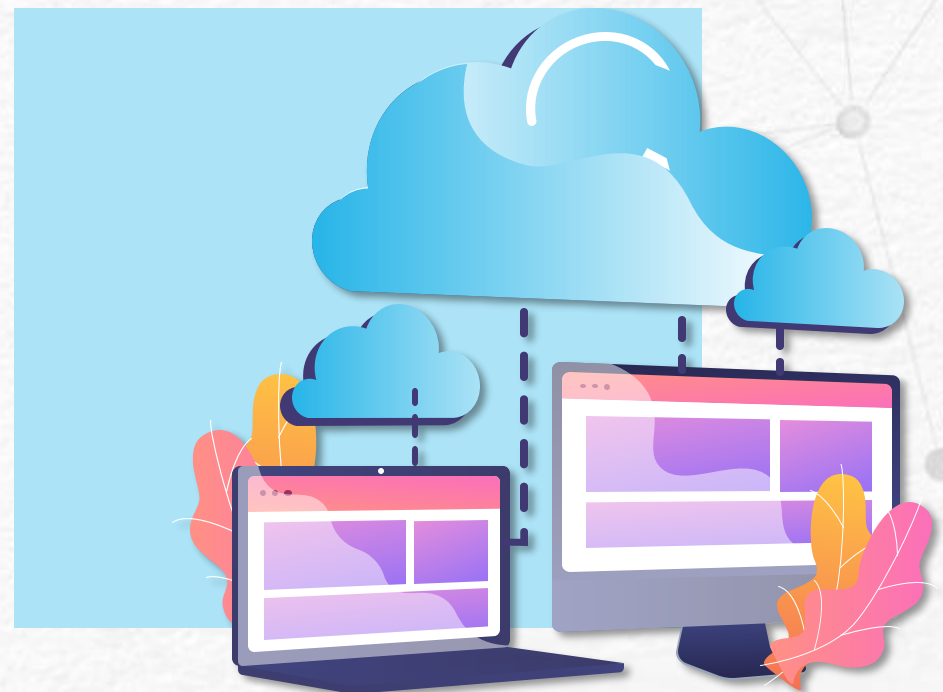


Data Governance Features/Services of Snowflake



- **Role-Based Access Control (RBAC):** NICE utilizes RBAC to define roles and permissions for their clients, ensuring precise control over data access.
- **Data Encryption:** With Snowflake, NICE encrypts client data at rest and in transit, providing top-tier confidentiality and compliance assurance.
- **Data Masking:** To safeguard sensitive information, NICE employs data masking techniques, revealing only partial or fake values to unauthorized users.
- **Data Tags:** NICE uses Snowflake's tagging system to categorize and label data, allowing for easier organization and searchability.



- **Data Classification:** By classifying data based on sensitivity or importance, **NICE** ensures proper handling and access controls are in place.
- **Row-Level Security:** **NICE** implements row-level security in Snowflake, restricting access to specific rows of data based on user roles or conditions.
- **Column-Level Security:** With Snowflake's column-level security, **NICE** controls access to specific columns of data, ensuring sensitive information is only visible to authorized users.
- **Data Sharing Controls:** **NICE** securely shares data with client partners using Snowflake's sharing features, controlling access and permissions effectively.



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