Rodrigo Brasil 11/2023

1. How would you convince your organization about the importance of implementing a DLP solution?
   1. I would talk about how implementing a DLP is crucial for the organization because with the increasing leaks of data and cyber attacks if it happened to the organization could severely damage its reputation and finance. with a DLP it would mitigate the loss of intellectual property and prevent data breaches before they occur.
2. How would you explain the three main use cases for DLP to friends or family?
   1. The three main uses are:
   2. **Protecting Personal Information:** Imagine you have sensitive information, like your social security number or bank details. DLP helps ensure that this private data doesn't accidentally end up in the wrong hands, preventing identity theft or financial loss.
   3. **Safeguarding Against Cyber Threats:** Think about how we use emails and messaging apps. DLP scans these messages to make sure we're not unknowingly sharing confidential information, like passwords or business secrets, that could be exploited by cybercriminals.
   4. **Ensuring Privacy and Compliance:** Consider businesses that handle a lot of customer data. DLP helps these companies follow privacy laws and industry regulations, making sure they don't accidentally leak sensitive customer information.