

Data Loss Prevention(DLP) API

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1 General Description

Google cloud DLP API was released in Beta form in March 2017. It uses machine learning algorithms to help users quickly identify and secure more different types of sensitive data like personally identifiable information (PII). DLP API allows users to minimize data to collect, expose or copy and also classify or automatically redact sensitive data from text streams before you write to disk, generate logs or perform analysis. Alert users before they save sensitive data in your applications. Automatically choose the most suitable storage system and the right set of access controls based on the presence of sensitive content. The beta version has some new features which allow users to add data de-identification abilities to the DLP API. This enables enterprises to work with sensitive information while making it harder to associate that information with an individual, therefore reducing the risk of compromising the data. (Google's DLP API helps enterprises mask sensitive information in the cloud)

2 Data de-indentification Tools

Redaction and suppression. This feature removes entire records or values from a dataset, for example if a customer request said "Hello, this is Sam. My order failed. Do you need to validate my SSN 123-45-6789? If you need to contact me, please call 858-222-333 " the API redact tool could make it appear as "Hello, this is *** *. My order failed. Do you need to validate my ***? If you need to contact me, please call ***." Partial masking. This hides part of a sensitive piece of data, such as the last digits of a telephone number, for example, you could put in "This is my phone number: 705-651-476," and then see "This is my phone number, 705-65 ." Tokenization. This is an algorithmic transformation that replaces a direct identifier with a token. Dynamic data masking (DDM). This is the DLP API's ability to apply several different de-identification and masking techniques in real time. Enterprises could use this if they don't want to alter any underlying data, but do want to mask it when it is viewed by employees. (Google's DLP API helps enterprises mask sensitive information in the cloud)

3 References

- [1] Google's DLP API helps enterprises mask sensitive information in the cloud(19th October 2017). Accessed on March 9, 2018. Available: <https://www.techrepublic.com/article/google-data-loss-prevention-api-help-enterprises-mask-sensitive-information-in-the-cloud/>