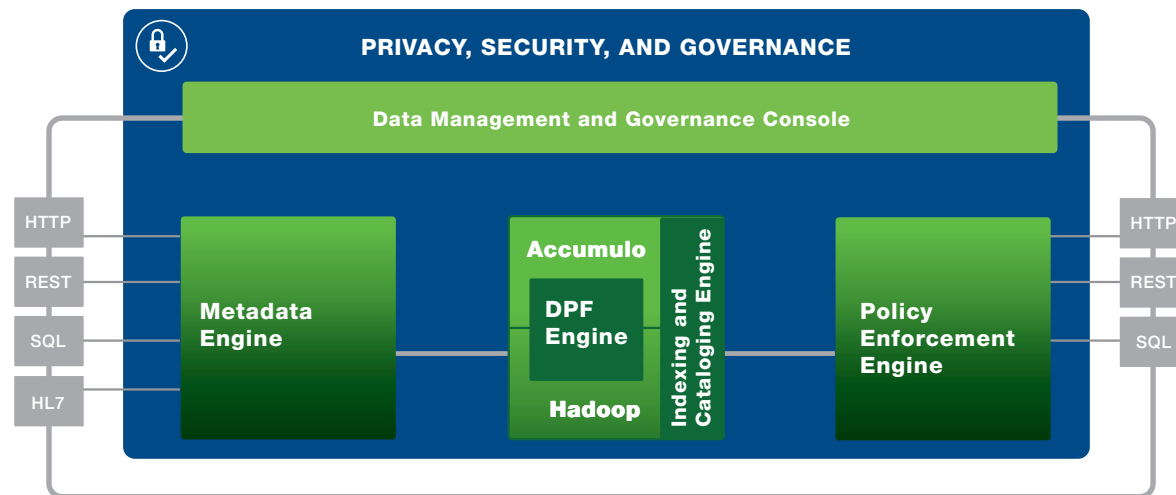


# Privacy, Security, and Governance

Protect sensitive information at scale.

Information governance is about controlling an organization's data. The data may be sensitive, or perhaps it is important that the data be absolutely accurate, or perhaps the organization must achieve legislative and compliance targets. Data governance includes the process and policies around the protection, curation, and access to data. Data governance encompasses all of privacy protection, data security, and data audit. PHEMI Central helps organizations achieve compliance objectives by providing an industry-pioneering set of capabilities to manage the privacy, security, and governance of data. These capabilities are fully configurable and are automatically enforced throughout the data lifecycle.



## Privacy is Built Right Into PHEMI Central

Privacy by Design Principles	PHEMI Central Implementation	PHEMI Design Innovation
<ul style="list-style-type: none"> <li>Proactive, not reactive</li> <li>Privacy as default setting</li> <li>Privacy embedded in design</li> <li>Full functionality — positive sum, not zero sum</li> <li>End-to-end security — full life-cycle protection</li> <li>Visibility and transparency — keep it open</li> <li>Respect for user privacy — keep it user-centric</li> </ul>	<ul style="list-style-type: none"> <li>Metadata enables policies to define data access</li> <li>Assets are immutable. Policies required to access data</li> <li>Metadata and computational access are the core of the system</li> <li>Data governance policies enable data use/analysis and do not create restrictions</li> <li>Digital assets self-specify how they are managed and handled</li> <li>Metadata and auditing provide accountability</li> <li>Data steward defines and sets policies on use</li> </ul>	<ul style="list-style-type: none"> <li>Data firewalls protect data internally, not just externally</li> <li>Rely on automated operational policies, instead of manual processes</li> <li>Proper management and control enables positive use of private data</li> </ul>

### Privacy by Design

Traditional privacy, security and governance approaches are fragmented, relying on application developers to implement ad-hoc security mechanisms. PHEMI Central takes a different approach, designed from the ground up to incorporate an innovative Privacy by Design framework to define, manage, and enforce data sharing agreements and privacy policies across an entire organization.

Because privacy, security, and governance features are one coordinated design across the system, you don't have to rely on a cobbled-together solution of security mechanisms to protect your organization's sensitive data.



**Using Privacy by Design  
to Achieve Big Data Innovation  
Without Compromising Privacy**