

**Symantec Protects Office 365 With Industry-Leading Data Loss Prevention and New Data Rights Management**  
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*Information-centric security features for the cloud generation keep Office 365 data safe wherever it's stored or shared*

Symantec Corp. (NASDAQ: SYMC), the world's leading cyber security company, today announced new enhancements to its Data Loss Prevention (DLP) technology to protect information in Office 365. With Symantec DLP, data is protected whether at rest or in transit, on-premises or in the cloud, and everywhere it flows through a single management console.

Monitoring and protecting data in the cloud generation is a complex task, and GDPR and other similar privacy regulations have further raised the stakes on data security, privacy and compliance. As such, companies must work to ensure that sensitive data such as PII, intellectual property, or source code is protected no matter where it is shared. In the cloud generation, this is more difficult than ever, as enterprises are rapidly adopting SaaS applications, including Office 365, that require data to continuously move between endpoints, cloud and third parties such as partners, vendors or contractors.

Symantec provides advanced functionality for visibility, protection and control of sensitive data no matter where it lives or travels. Users can now safely share sensitive data through Office 365 with employees, partners or contractors.

As an integral element of Symantec's Integrated Cyber Defense Platform, [Symantec's DLP](#) technology leverages a powerful combination of detection technologies backed by advanced machine learning to classify sensitive personal information, including Sensitive Image Recognition (SIR) with Optical Character Recognition (OCR). When data is shared with third parties, identity-based encryption and digital rights are automatically enabled to classify and persistently protect and track the data. Protected organizations will have visibility of where their data is shared and who is accessing it, with the ability to revoke access if needed. This Information Centric Security (ICS) approach focuses protection around data and reinforces GDPR controls and other compliance best practices.

New capabilities in Symantec DLP 15.1:

- Automatic protection for sensitive emails and attachments in Office 365 and Gmail with identity-based encryption and digital rights management. This is delivered via integration of Symantec DLP and Symantec Information Centric Encryption (ICE) to protect and track sensitive data shared with third parties.
- Ability to read classification tags that were manually applied to files and emails and automatically protect based on the assigned level of sensitivity.
- Easier monitoring for GDPR compliance-related data risk with the use of new DLP in-built policy templates and powerful risk-based reporting capabilities provided via Symantec Information Centric Analytics (ICA).

"As enterprises migrate to Office 365 and other SaaS applications, they risk a huge potential of data loss, which is made even more complex in the face of increasing data regulations such as GDPR," said Nico Popp, senior vice president of Information Protection, Symantec. "Information Protection is a critical part of an organization's integrated cyber defense strategy in this cloud generation environment. By taking a holistic approach, we can better protect data as it moves across endpoints, networks and applications."

Within the Symantec Integrated Cyber Defense Platform, DLP integrates with many Symantec technologies to provide data protection across control points. This is accomplished with a single solution and centralized policies for consistent protection extended across endpoints, network, IaaS, SaaS and email. The integrated solution aims to lower total cost of ownership, increase data protection efficacy and minimize false positives. Symantec DLP is integrated with Proxy, CASB, email and user and entity-based analytics (UEBA) solutions to deliver end-to-end data security for leading-edge enterprises worldwide.

For more information on Symantec Information Centric Security, please visit:  
<https://www.symantec.com/products/information-centric-security>.

## About Symantec

Symantec Corporation (NASDAQ: SYMC), the world's leading cyber security company, helps organizations, governments and people secure their most important data wherever it lives. Organizations across the world look to Symantec for strategic, integrated solutions to defend against sophisticated attacks across endpoints, cloud and infrastructure. Likewise, a global community of more than 50 million people and families rely on Symantec's Norton and LifeLock product suites to protect their digital lives at home and across their devices. Symantec operates one of the world's largest civilian cyber intelligence networks, allowing it to see and protect against the most advanced threats. For additional information, please visit [www.symantec.com](http://www.symantec.com) or connect with us on [Facebook](#), [Twitter](#), and [LinkedIn](#).

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