PROUDUCT BRIEF
Data Masking
## The Ultimate Solution to Secure Privacy and Boost Productivity

Brief Introduction

In the digital world, enterprises prioritize data security. The more data the enterprise manages, the higher the chances of enterprises becoming a target of hackers and malicious software.

NSecuredTrust Data Masking is an innovative method which protects confidential data, including Payment Confidential Information, PII, and data needed to be pseudonymized under regulations such as GDPR and HIPAA, by creating a structurally similar but inauthentic version of an organization's data that can be used for purposes such as case references and big data analysis.

How it works

To better comprehend our solution, its application will be discussed with the example of the insurance sector. On one hand, for an insurer, the more real case references they can provide, the more precise personalization they can offer to their clients; hence increasing the chances of offer acceptance. On the other hand, it is simple for an insurance company to use the NSecured Data Masking API without undergoining system reconstruction. The figure below illustrates the progress.
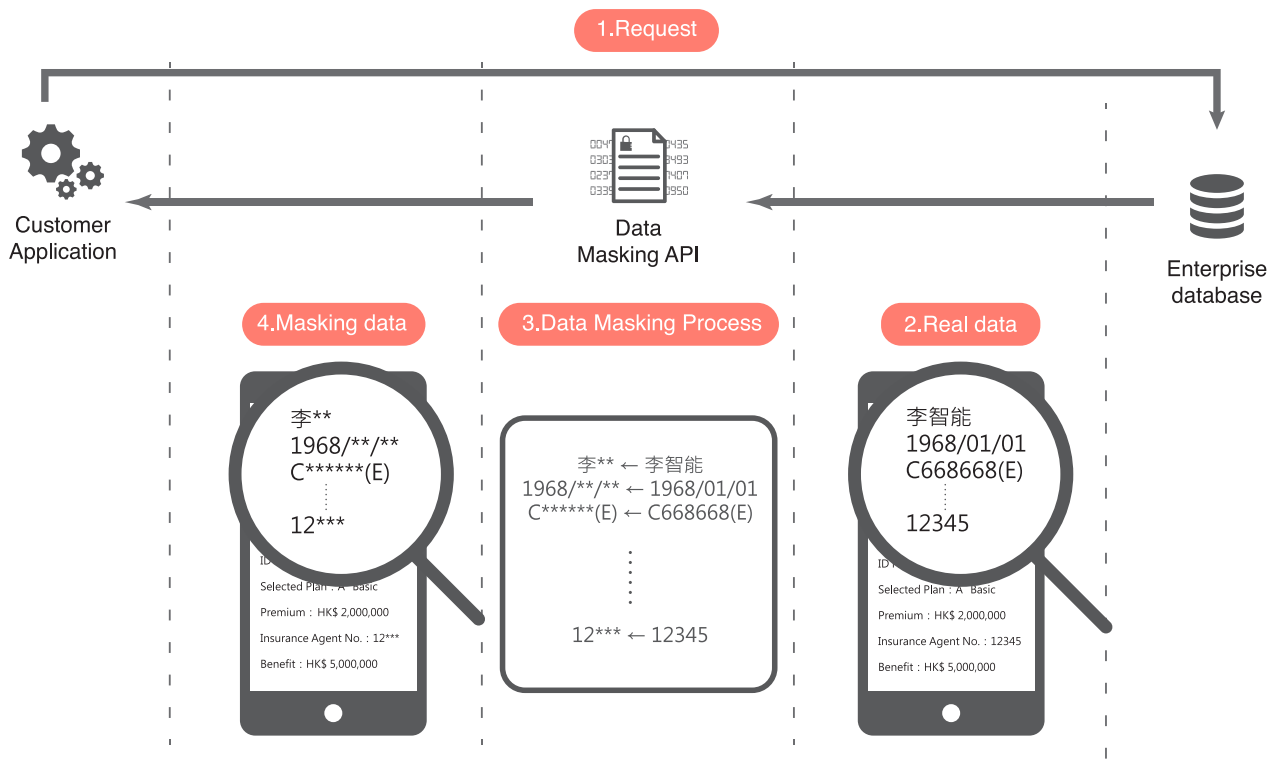

1. Insurer requests the database for previous cases
2. Database returns the real data to the Data Masking API
3. Data Masking API transfers the real data into masked data
4. Masked data is displayed on the insurer's device without sensitivity, excluding the PII of other insurers where appropriate

Benefits

For Insurance Companies

- Data Security – A viable solution to five types of threats, including data breach, data loss, account or service hijacking, insecure interfaces and malicious use of data by insiders
- No System Reconstruction – Masked data retains its integrity and structural format
- Outsourcing Overseas – Data can be shared with authorized personnel, including developers and testers, without the fear of exposing production data
- Cloud Data Protection – Significantly reduces data risks associated with the increase in cloud adoption
- Cost Reduction – Cost effective and less complicated than encryption, which also mitigates insider threat
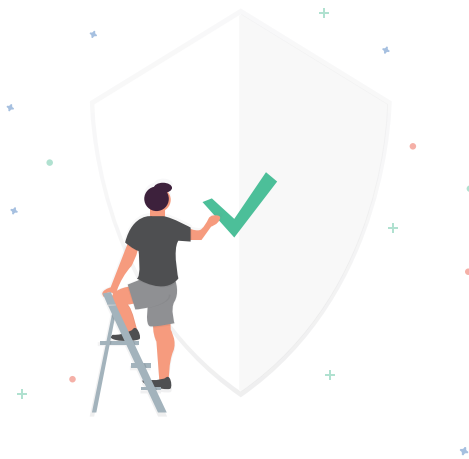
For Insurers

- Privacy protection for insurance applicants by reducing risk through compliance
- Performance improvement by real claim references through the automated data masking process
- Big data analysis for better client understanding and precision marketing accordingly