Data Masking

CHALLENGES

Enabling your organization while protecting customer data

Organizations are not only entrusted by their customers to protect their personal data, far reaching privacy regulations such as GDPR and CCPA mandate the need to limit access to your sensitive data. Yet to better serve your customers, the likes of developers, testers, analytics and 3rd parties demand access to high quality, production like databases for their non-production environments. As Data is copied from production to non-production databases, sensitive data proliferates through your organization expanding your security and compliance footprint and ultimately increasing the likelihood of a data breach.
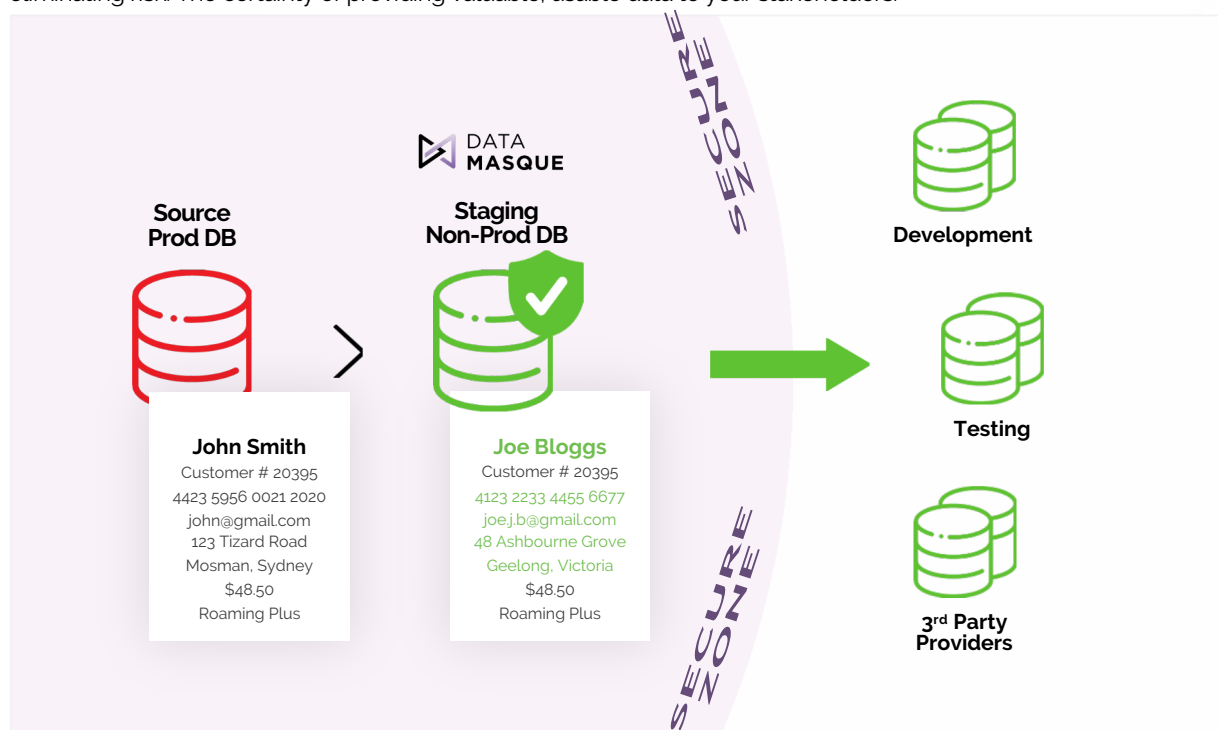
THE DATAMASQUE SOLUTION

Effortlessly provide functional, realistic values without exposing your sensitive data

As data leaves your production environment, DataMasque simply and irreversibly replaces the sensitive data with realistic, functional and consistent values. DataMasque empowers organisations to better leverage its data to make meaningful decisions, accelerate product development and securely share data with partners without compromising the privacy of people.

By employing best practice masking, DataMasque significantly reduces your surface area for a potential breach.

DataMasque provides certainty – the certainty of protected, best practice compliant data. The certainty of eliminating risk. The certainty of providing valuable, usable data to your stakeholders.

SECURE ZONE

Source Prod DB

DATA MASQUE

Staging Non-Prod DB

Development

Testing

SECURE ZONE

3rd Party Providers

John Smith
Customer # 20395
4423 5956 0021 2020
john@gmail.com
123 Tizard Road
Mosman, Sydney
$48.50
Roaming Plus

Joe Bloggs
Customer # 20395
4123 2233 4455 6677
joe.j.b@gmail.com
48 Ashbourne Grove
Geelong, Victoria
$48.50
Roaming Plus

DATA
MASQUE

DataMasque offers ease of use without compromising security or data integrity. Our aim is to make the simple things easy, and the complex things possible.

AUTOMATE MASKING FOR YOUR NON-PRODUCTION ENVIRONMENTS

Have your DevOps teams rejoice in our API-first architecture enabling self-service with automation that integrates seamlessly into existing IT management services.

CRYPTOGRAPHICALLY SECURE SHA-512 SALTED HASH

Sounds fancy, but it drives irreversibility of masked data while providing safety measures to accommodate real-world, complex masking requirements.

CONSISTENCY ACROSS TABLES, DATABASES AND DATABASE ENGINES

Remove excuses for using production data by providing functional and realistic datasets that maintain your data integrity and application logic

ON-GOING PROTECTION

Achieve Zen in your life by knowing we are pro-actively scanning for new databases and tables that may contain sensitive data.

BW | Best Western®
Hotels & Resorts

Best Western Hotels and Resorts uses DataMasque on AWS to lower the likelihood of a data breach, automate data masking, and reduce masking processes from 6–8 hours to under 2 hours. It also lowers licensing costs and allows for more resource investment into new corporate initiatives. Best Western is a global hospitality group with 18 brands and 4,700 hotels worldwide. The company uses DataMasque, an automated data masking software tool running on Amazon EC2 and Amazon RDS.

"DataMasque helps us lower the likelihood of a breach and secures our customers' data, which means we avoid expensive regulatory fines"

Joseph Landucci, Director of Technology Management, Best Western Hotels and Resorts