

Data in the Wild: Securing Web, Social, and Team Chat for Information Governance

March 9, 2021





Introduction and Agenda



Gabby Kalaw

Director of Customer Success
Pagefreezer

- Data in 2020/21
- The New Data Problem — Data in the Wild
- A Holistic Approach to New Wild Data Sources
- Taming the Wild — Real World Examples
- Recommendations
- Q&A



Poll Question

What Happens on the Internet Every Minute (2020)

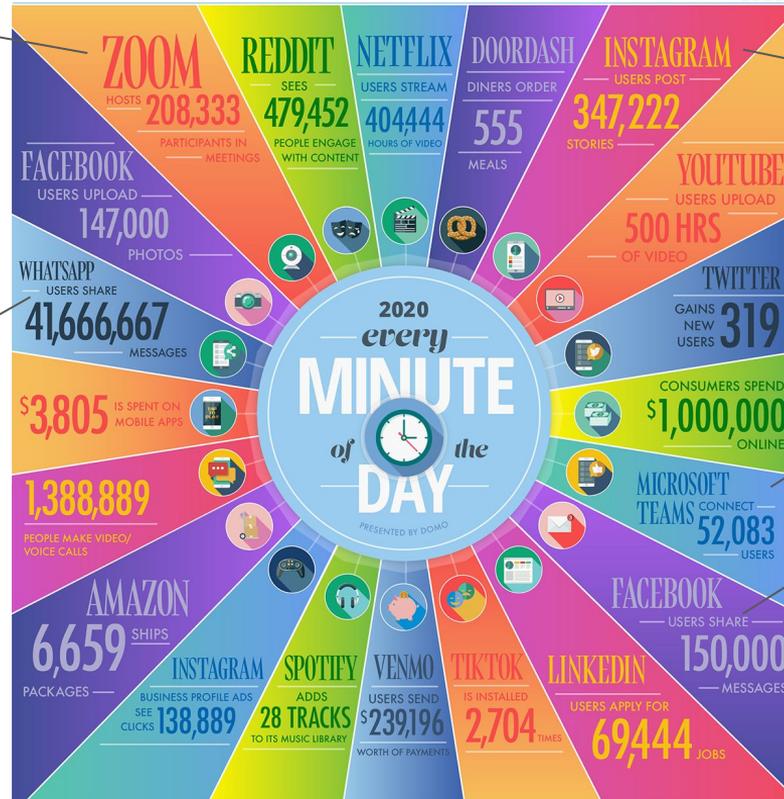
Zoom hosts 208,333 participants in meetings

WhatsApp users share 42 million messages

Instagram users post 347,222 stories

TEAMS is connecting 52,083 users

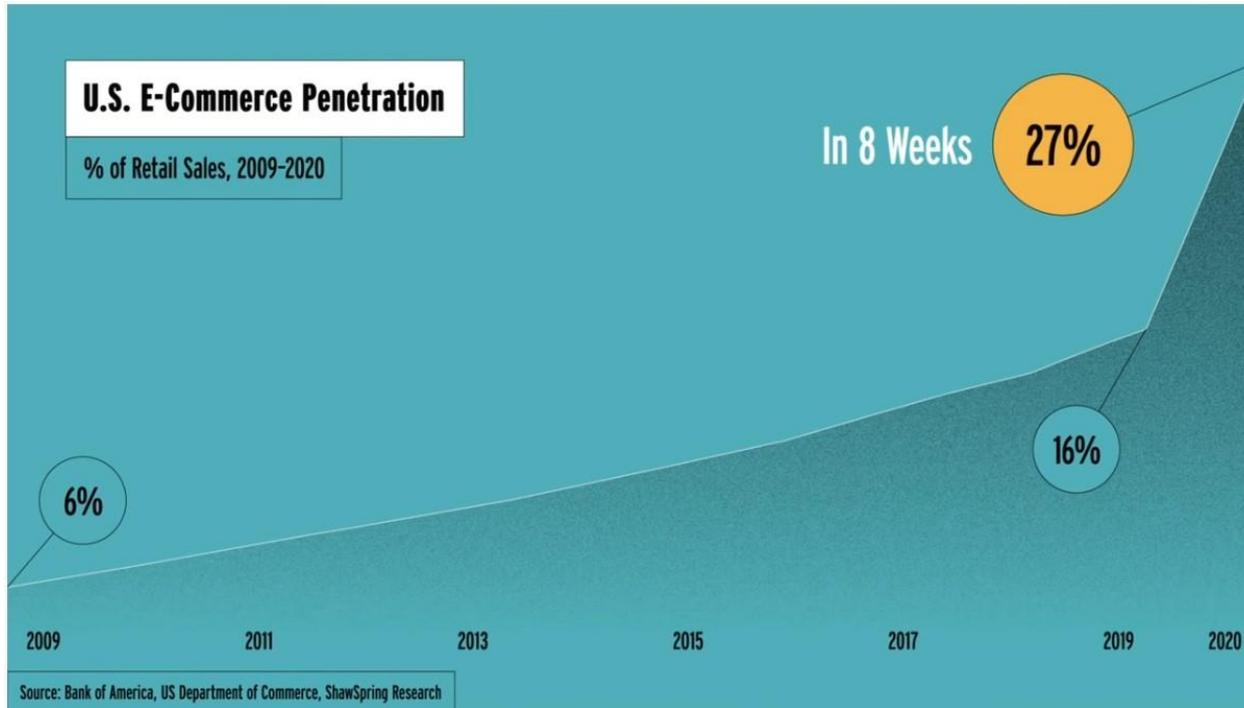
Facebook users share 150,000 messages



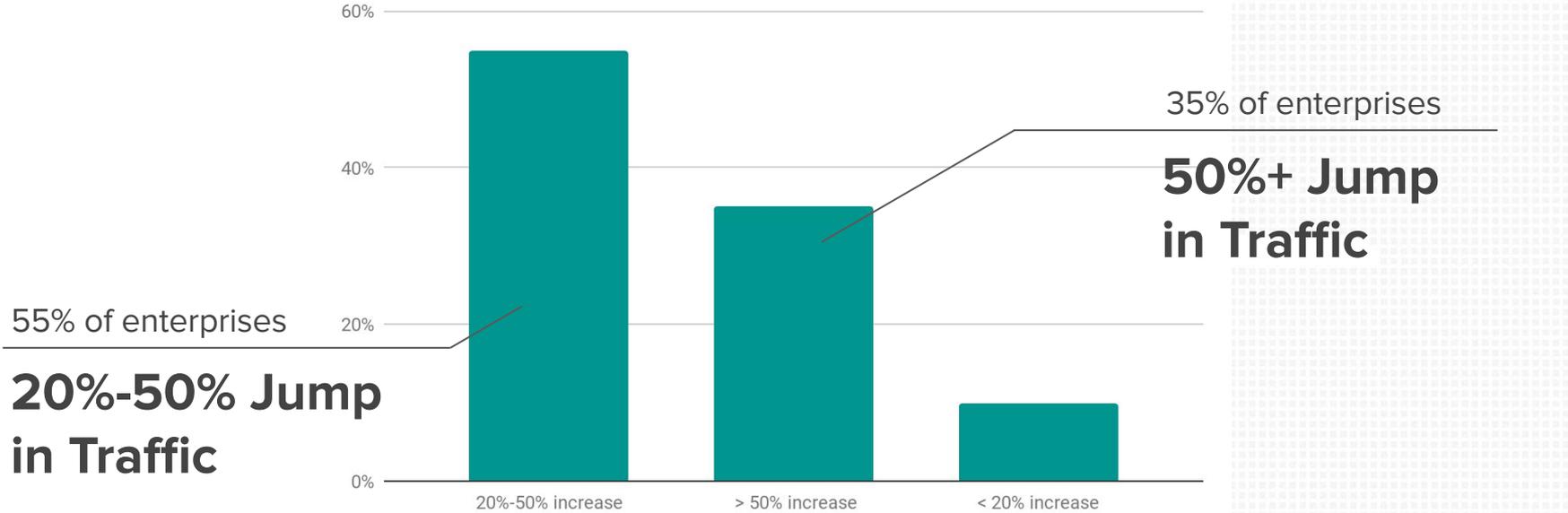
“Decades can happen in weeks. We have been thrust five, even ten, years into the future since the first COVID-19 case. This pandemic’s most enduring impact will be as an accelerant. Time has accelerated in most industries since COVID-19 began to spread.”

– Professor Scott Galloway of NYC Stern School of Business

“We registered a decade of e-commerce growth in just eight weeks, and it’s not reversing.”

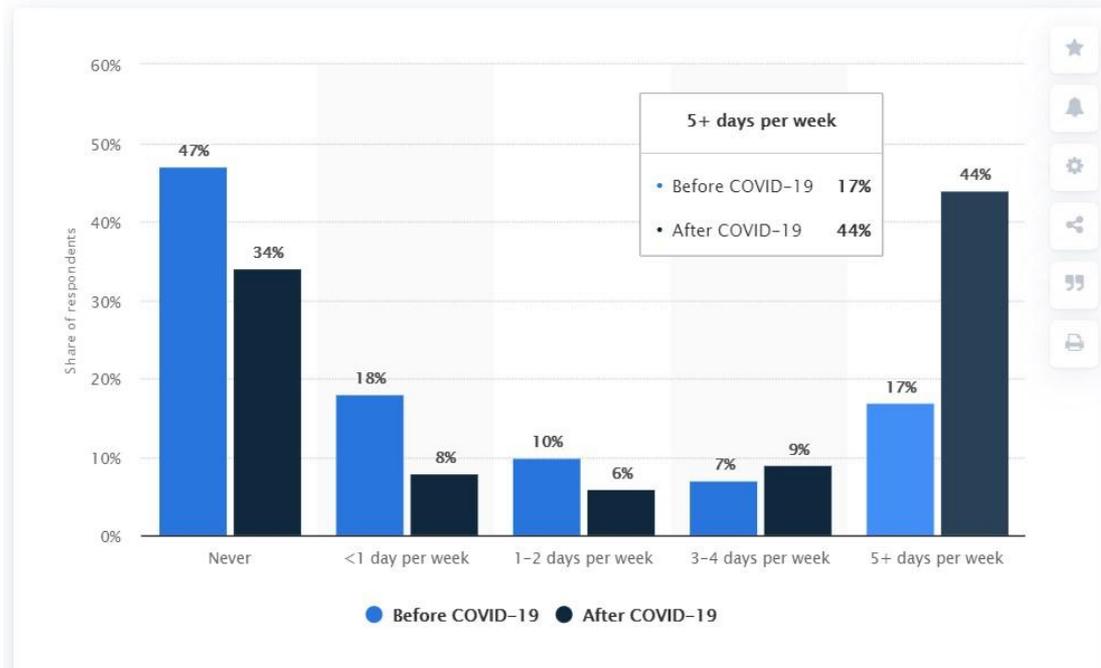


Company websites are more important than ever before for reaching customers



April-July 2020 compared to April-July 2019
(Pantheon)

Remote/home working trends have also jumped by decades







Poll Question

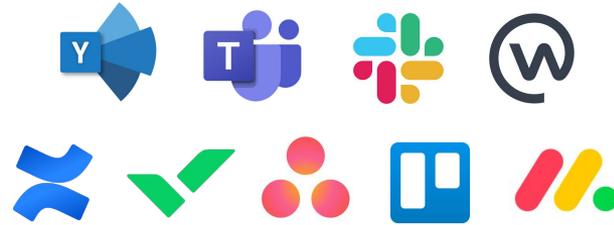


The New Data Problem – Data in the Wild

Document Creation



Collaboration and Project Management



Video Conferencing



Document Sharing and Management



Email



WordPress dashboard sidebar menu:

- Example
- New
- Dashboard
- Home
- Updates
- Posts
- Media
- Pages
- Comments
- Appearance
- Plugins
- Users
- Tools
- Settings
- Collapse menu

Dashboard

Welcome to
We've asser

Get Started

Customi

or, change you

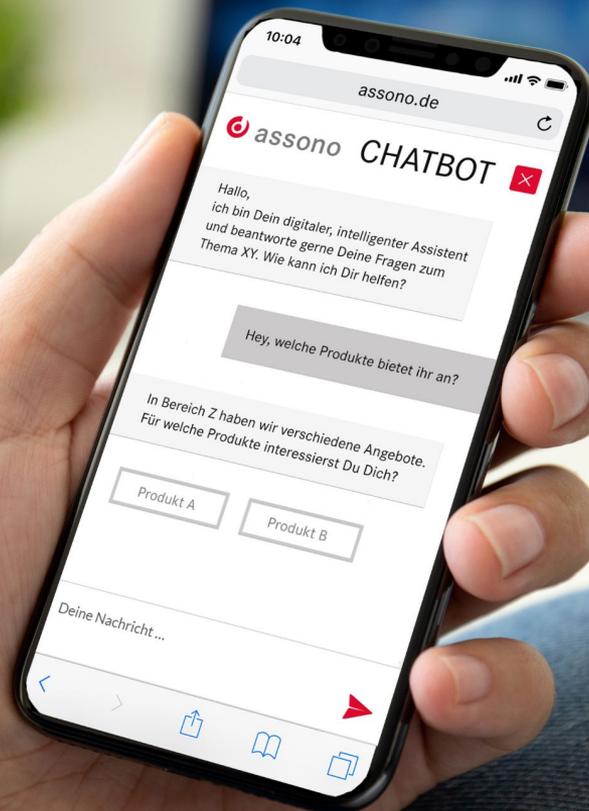
At a Glance

1 Post

1 Comment

WordPress 4.9.1

Howdy, admin





AS ADVERTISED



IN REALITY





DUDE, WHERE'S MY ~~CAR~~ DATA?

Next Payment

On 10 September 2018, you will be charged £7.99 for another month of Prime.

Remind me before renewing

Receive an email reminder 3 days before your renewal date

Prime Payment Settings

Preferred Payment Method

Payment History

You have not been charged for this free trial.

End Trial and Benefits

Amazon Prime Terms and Conditions

PRIME INCLUDES	WITHOUT PRIME	
Unlimited One-Day Delivery: Direct to your door	£5.99/ORDER	£0.00
Same-Day Delivery*	£6.99/ORDER	£0.00
2-Hour Delivery with Prime Now	X	£0.00**

Use your benefits today >

*In select residential postcodes. [Find out more.](#)

**Minimum order applies. See [PrimeNow.co.uk](#) or the Prime Now app for details.

I Want to Keep My Benefits

Remind Me Later

Remind me 3 days before my membership renews.

I Do Not Want My Benefits

Get all the benefits of Prime for less than 25p a day

We'd like to offer you the chance to enjoy all the benefits of Prime for only £79/year, that's less than 25p a day and an annual saving of over £15.

[Switch to annual payments >](#)

By clicking "Switch to annual payments", your current membership will continue until 10 September 2018 after which you will be charged £79/year on your preferred payment method or another available payment card on file. Your Prime membership will continue until cancelled.

Keep My Membership

Remind Me Later

Remind me 3 days before my membership renews.

Continue to Cancel

[Amazon Prime Terms and Conditions](#)

amazon prime

amazon.co.uk prime

< Back to manage your Prime membership

Confirm membership cancellation

Cancel Membership and End Benefits

Your free trial membership will expire on 10 September 2018.

Keep My Membership and My Benefits

Remind Me Later

Remind me three days before my free trial ends

TOP OF PAGE

Your Prime membership will end on 10 September 2018. Continue your membership. >

Your membership will end on 10 September 2018. At that time you will lose your benefits, and your card will not be charged.

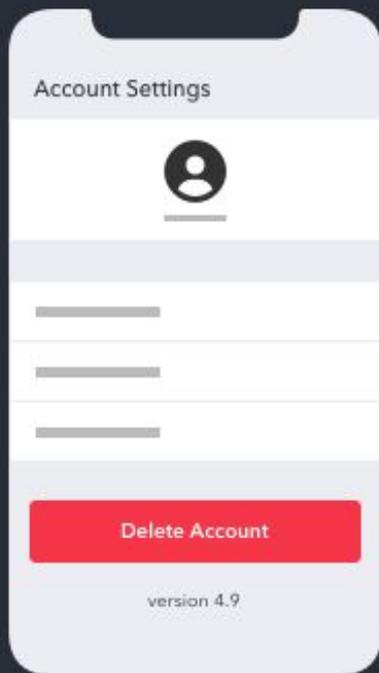
Hello

Membership: Prime (Free Trial)

Your Benefits

- Unlimited One-Day Delivery on millions of items >
- Prime Video Thousands of movies and TV shows >
- Prime Music Over two million songs, hundreds of playlists >

More Prime Benefits



 Red button draws unwanted attention



 Red button is understated and separated



Delete Account

Are you sure you want to delete your account?
If you delete your account, you will permanently lose your profile, messages, and photos.

Cancel

Delete Account

Blue destructive action looks normal



Delete Account

Are you sure you want to delete your account?
If you delete your account, you will permanently lose your profile, messages, and photos.

Cancel

Delete Account

Red destructive action alerts users



TECH • HUMAN INTELLIGENCE

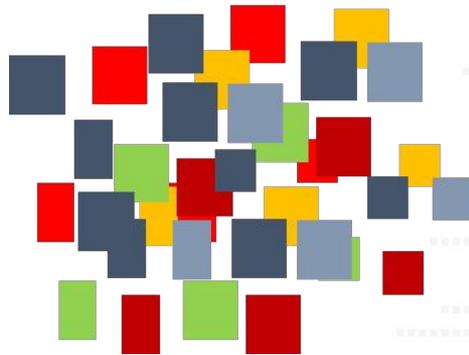
Beyoncé Was Sued Over Her Website Violating the Americans With Disabilities Act. And You Could Be Too



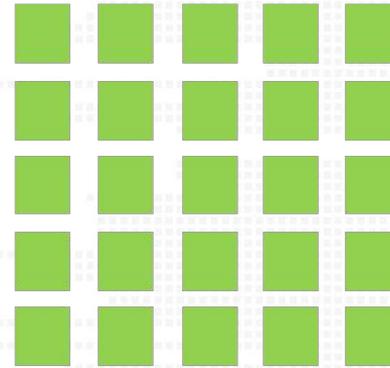
80% of enterprise data is unstructured, and
70% of enterprises are unsure how to manage
and protect this data

- Gartner 2017

Unstructured Data



Structured Data

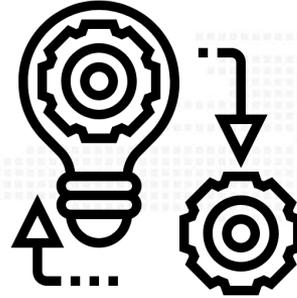




**Mix of
content**



**Real-time
activity**



**Evolving
platforms**



**Digital
Evidence**



Poll Question

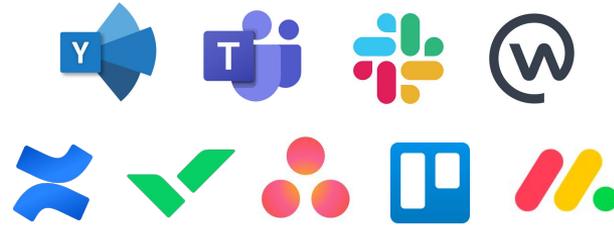


A Holistic Approach to New Wild Data Sources

Document Creation



Collaboration and Project Management



Video Conferencing



Document Sharing and Management



Email



Social Media

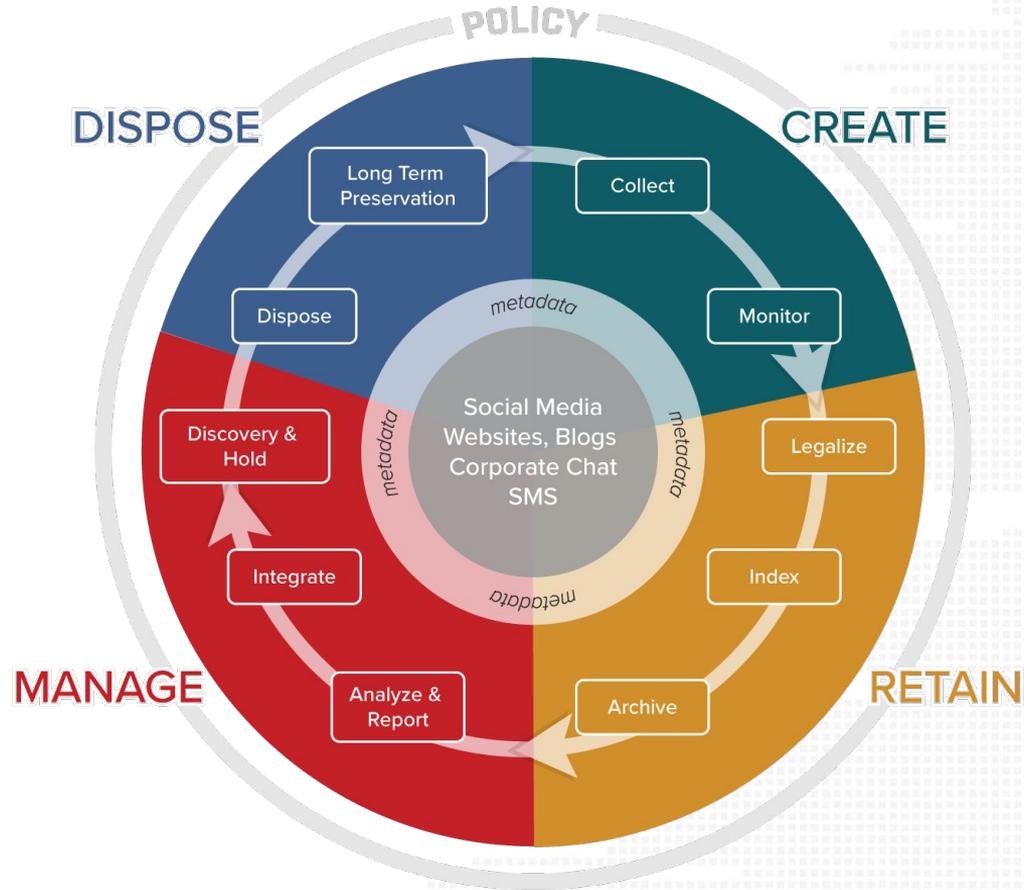


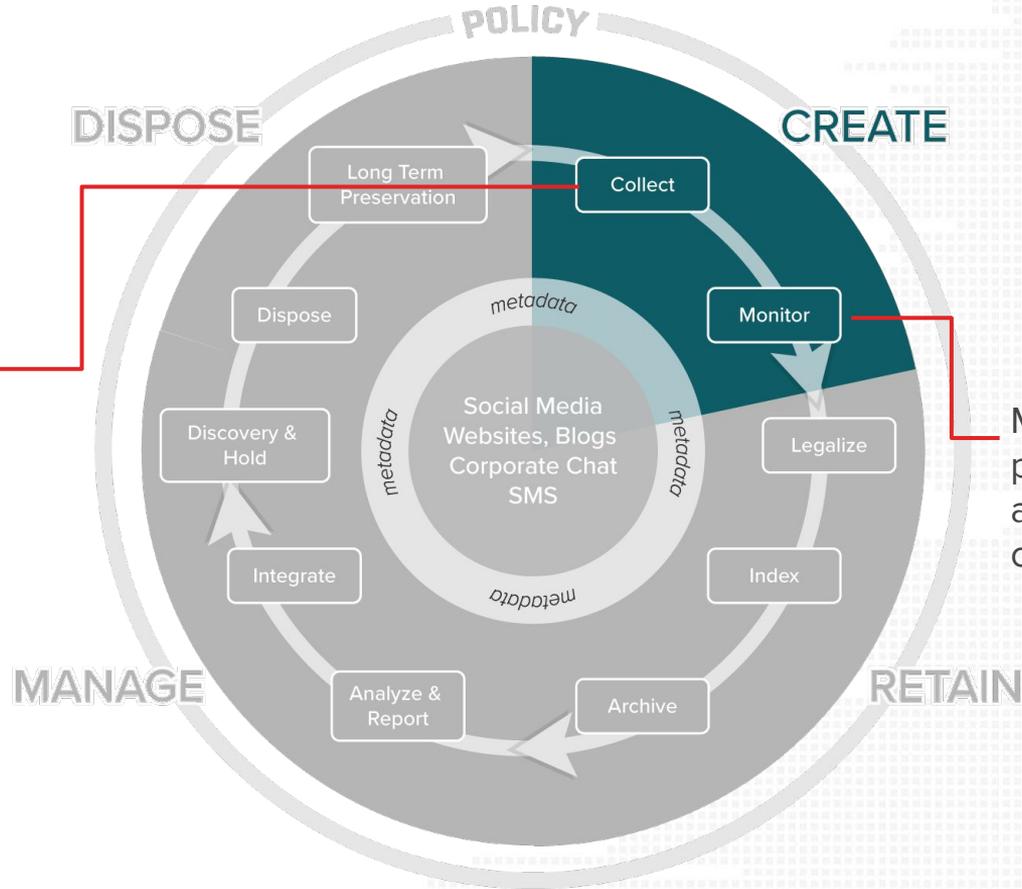
Website





- 1. Know your data sources**
- 2. Create a system of capture**
- 3. Know your stakeholders' needs**
- 4. Bring your data under your control**





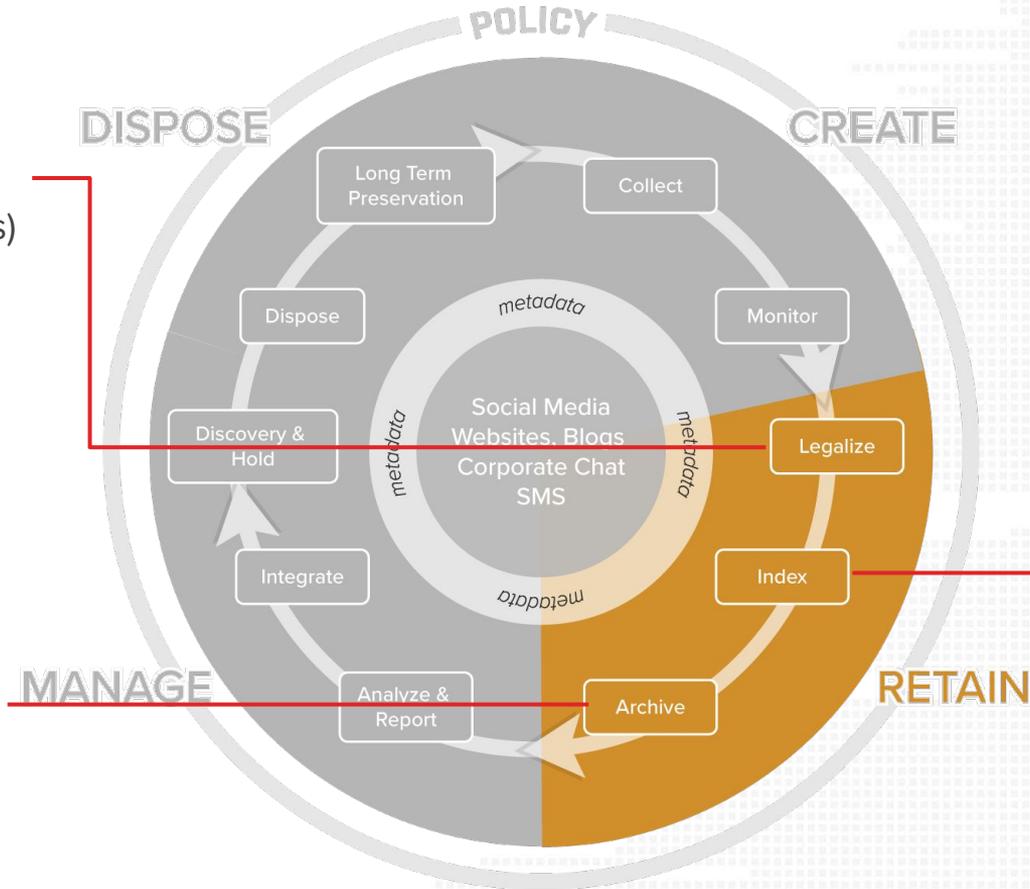
Data collection can be done in various ways; API, crawling, etc

Monitoring and alerts to prevent data lost, ensure appropriate use and compliance

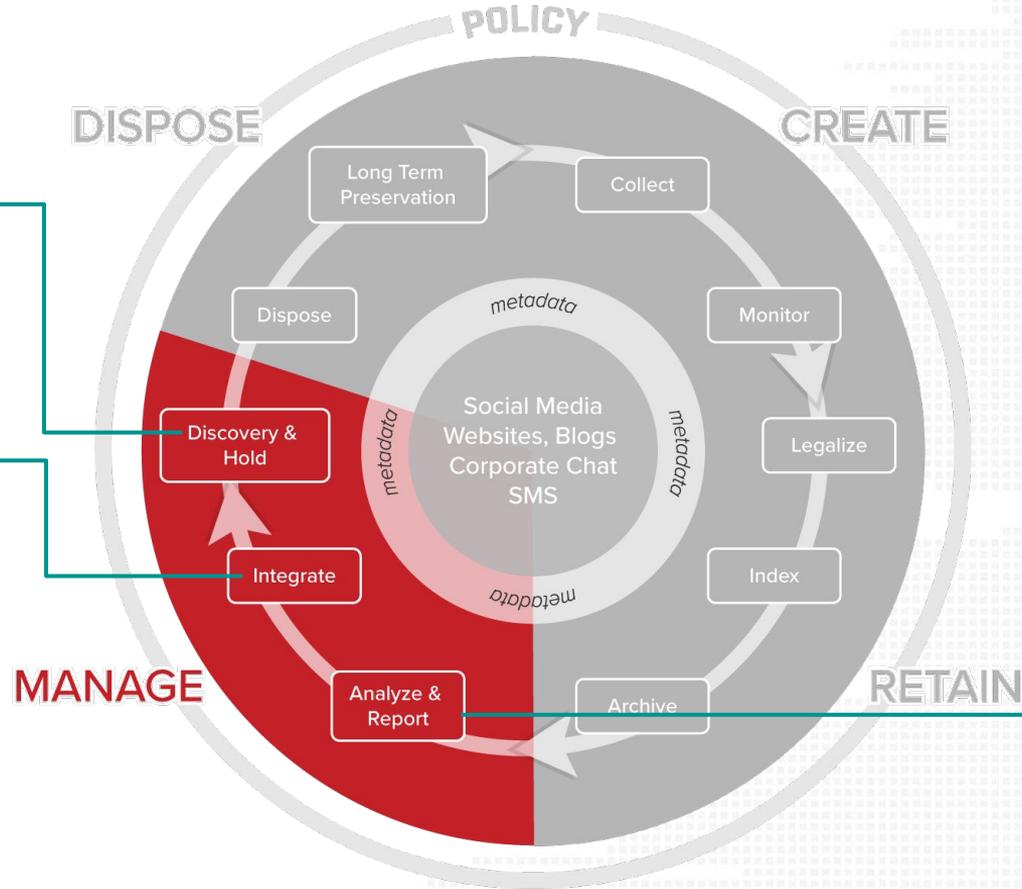


Defensible records for legal matters
(metadata & hash values)

Place data into archive that is searchable,
compliant, and
redundant in case of
disaster



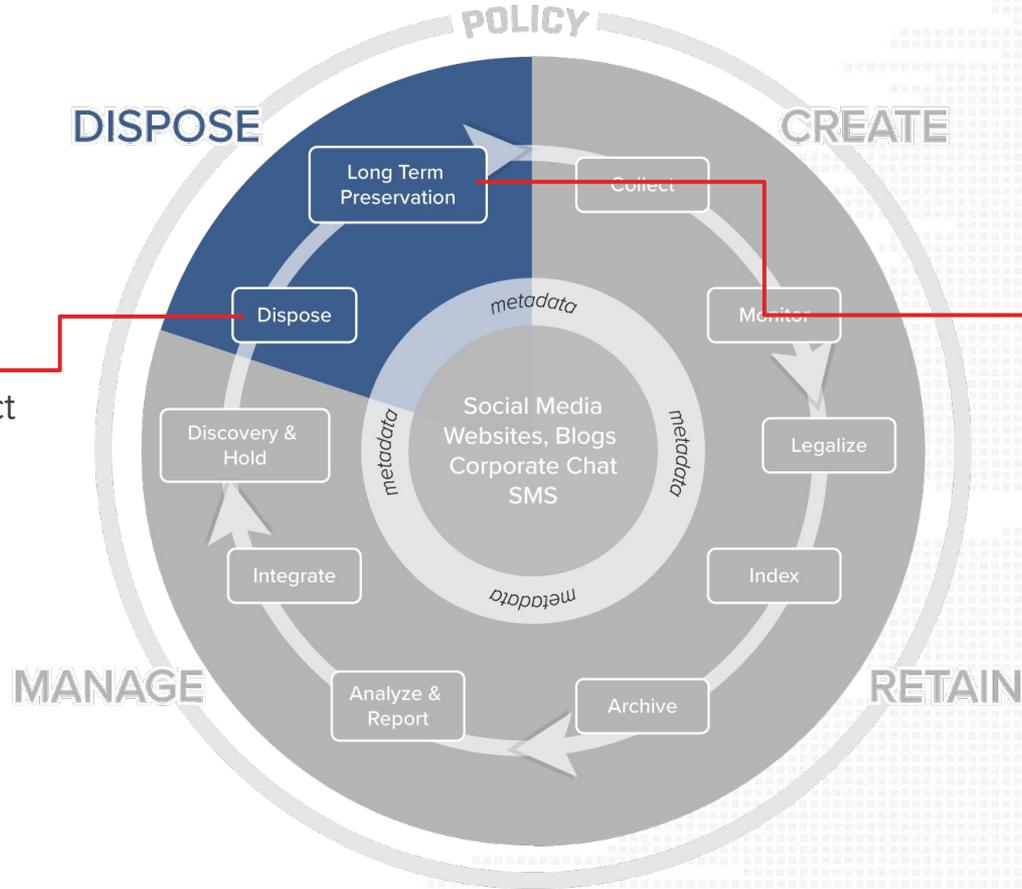
Index records so
they can be found
quickly when needed



Retain official records for legal purposes

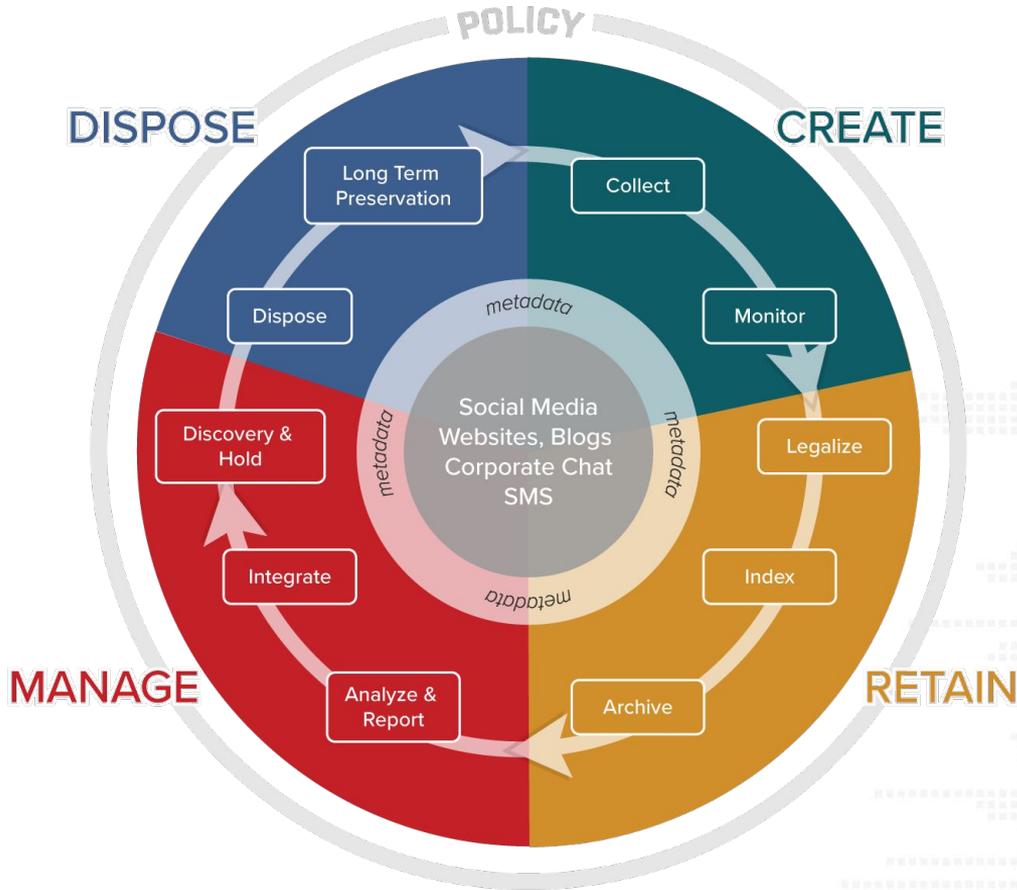
Ensure data be made available in formats that work for your organization's workflows

Analyze data to gain insights



Dispose when retention period is over but be sure not to conflict with legal holds

Transfer to long term preservation for institutional memory



Poll Question:

Which part of the lifecycle are you most involved in?



Taming the Wild – Real World Examples



Multinational Bank

Business Challenge

- Launched collaboration platform for 80,000 employees without record keeping process in place
- Required solution to capture, monitor, and archive communications
 - Fulfill the requirements of compliance, legal, DLP, and IT/Security teams

Solution

- Replayable archives that satisfies multiple needs:
 - Monitor for DLP and HR policy violations
 - Reduce workloads for legal processes such as legal holds
 - Export evidence into existing eDiscovery workflows
 - Maintain security and privacy obligations

U.S. Department of Health and Human Services



Business Challenge

- Needed to provide transparency to external stakeholders (ie. Freedom of Information)
- Remove manual work associated with capturing 40,000+ web pages and dynamic website content
- Needed ADA compliance

Solution

- Public portal of archived data that displays all changes to the website
- Automatic website capture — saved countless man hours of work and can easily respond to FOI requests
- Interactive captures behaves like a live webpage while maintaining full accessibility features



Search...

Download as PDF

Compare versions



I'm looking for...



A-Z Index



[Home](#) > Programs & Services

Text Resize A A A



Share

Programs & Services

HHS administers more than 100 programs across its operating divisions. HHS programs protect the health of all Americans and provide essential human services, especially for those who are least able to help themselves.

I would like info on...

- > [Health insurance options \(HealthCare.gov\)](#)
- > [Poverty guidelines for 2015](#)
- > [Mental health \(MentalHealth.gov\)](#)
- > [Head Start school readiness program locations](#)

HIPAA & Your Health Rights

The Health Insurance Portability and Accountability Act (HIPAA) Privacy Rule and federal civil rights laws protect Americans' fundamental health rights.

Health Insurance

Learn more about health insurance and HHS's actions to provide relief to patients.

Social Services

Programs and services such as Temporary Assistance for Needy Families (TANF), Head Start, child care, and child support help individuals, families, and

Prevention & Wellness

HHS agencies offer resources to help you eat smart, exercise regularly, and get routine health screenings and vaccinations.

Providers & Facilities

Locate health care providers and facilities, compare your options, and find resources for caregivers.



About Pagefreezer

Provide permanent, defensible records of Website, Social Media, Enterprise Collaboration content and other wild data sources

Address your records-related challenges



Financial Industry
Compliance



eDiscovery and Litigation
Readiness



Monitoring and
Data Loss Prevention



FOIA/Open Records
Responses



GDPR & CCPA
Compliance



Retention Scheduling and
Legal Hold



Online Data
Security



Information Governance of
Online Data





Recommendations

1. Know your data sources
2. Create a system of capture
3. Know your stakeholders' needs
4. Bring your data into your control

When in doubt, ask an expert



**Tame your online data
sources with Pagefreezer**

See how it works

<https://hello.pagefreezer.com/tame-your-online-data>

Thank You! Q&A

Continue the conversation here

<https://hello.pagefreezer.com/tame-your-online-data>

