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

March 9, 2021
Introduction and Agenda

- 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
- Instagram users post 347,222 stories
- WhatsApp users share 42 million messages
- Facebook users share 150,000 messages
- TEAMS is connecting 52,083 users
- Teams 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.

20%-50% Jump in Traffic

55% of enterprises

50%+ Jump in Traffic

35% of enterprises

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
AS ADVERTISED

IN REALITY
Dude, where's my car data?
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
Mix of content
Real-time activity
Evolving platforms
Digital Evidence
Poll Question
A Holistic Approach to New Wild Data Sources
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)

Index records so they can be found quickly when needed

Place data into archive that is searchable, compliant, and redundant in case of disaster
Analyze data to gain insights

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

Retain official records for legal purposes

MANAGE

Create

Policy

Retain

Manage

Discover & Hold

Integrate

Analyze & Report

Archive

Social Media Websites, Blogs Corporate Chat SMS

Collect

Long Term Preservation

Monitor

Legalize

Index

Disposal
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

<table>
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<th>Business Challenge</th>
<th>Solution</th>
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| ● Needed to provide transparency to external stakeholders (i.e. Freedom of Information)  
● Remove manual work associated with capturing 40,000+ web pages and dynamic website content  
● Needed ADA compliance | ● 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 |
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