

# 3 Essential Cybersecurity Methods To Improve Data Privacy



# Introduction

As the number of data breaches increases with more cyberattacks in the headlines, consumers are increasingly concerned about how their data is being protected. Organizations that are transparent and communicate how they are taking adequate measures to protect their consumers' and/or employees' data can significantly benefit from implementing cybersecurity practices.

# 3 Essential Cybersecurity Methods To Improve Data Privacy

IF YOU ARE COLLECTING DATA, IMPLEMENTING CYBERSECURITY MEASURES COULD REDUCE YOUR ORGANIZATION'S CHANCES OF A DATA BREACH. WE RECOMMEND STARTING WITH THESE THREE METHODS TO PROTECT SENSITIVE INFORMATION:



## Encryption

If organizations are online and collecting personal information, they are most likely handling data. With more businesses storing data in the cloud, encryption is necessary when it comes to securing digital assets in transit and at rest. Encryption can protect sensitive information by using algorithms to scramble or encode sensitive information, making it only readable with a decryption key and making sensitive information hard to decipher for a bad actor.



## Access Control

Who should have access to sensitive personal information in the company? Implementing access control policies is a method of guaranteeing that users are who they say they are and have the right level of access to certain systems and information within an organization. Only individuals who need absolute access to this system should be allowed access.



## Managed Detection and Response (MDR)

The threat to data is constant, and data security should be full-time. This means having deep visibility into all networks, logs, and endpoints, including 24/7 detection and response to ensure any nefarious activity within the organization's ecosystem is detected and addressed right away. Endpoints are where data can be most vulnerable, and having 360-degree visibility on and beyond endpoints is critical.

Learn more about keeping your organization's sensitive data secure in our whitepaper: [Privacy Is Hard To Enact Without Security](#).

# Conclusion

As companies mature so should their data protection strategies.

As companies mature so should their data protection strategies. Bridging the gap between data privacy and data security could be the differentiating factor between you and your competition. Cultivating trust among your consumers, employees, and business partners is a key result of incorporating a comprehensive data cybersecurity strategy.

Pondurance MDR services will provide your business with the 360-degree visibility required to monitor and protect your intellectual property and customer data on a 24/7 basis.

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Or [contact us](#) to discuss!







# About Pondurance

**Pondurance delivers** world-class **MDR** services to industries facing today's most pressing and dynamic cybersecurity challenges including ransomware, complex compliance requirements, and digital transformation accelerated by a distributed workforce. By combining our advanced platform with our experienced team of analysts, we continuously hunt, investigate, validate, and contain threats so your own team can focus on what matters most.

Pondurance experts include seasoned security operations analysts, digital forensics and incident response professionals, and compliance and security strategists who provide always-on services to customers seeking broader visibility, faster response and containment, and more unified risk management for their organizations.

Visit [www.pondurance.com](https://www.pondurance.com) for more information.

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