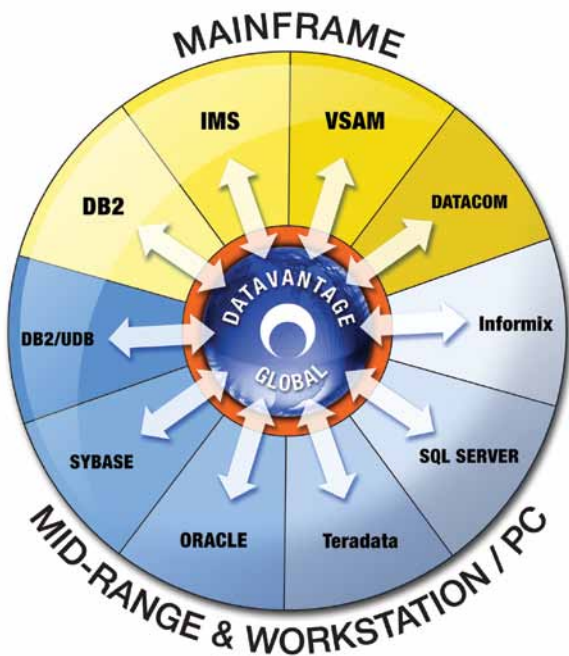


WHO'S LOOKING AT YOUR DATA?®



Anyone with an eye for information.

Financial and Legal Risks begin to pile up anytime confidential data is shared among internal departments or with external contractors. Data containing personally identifiable information can be misused, stolen or simply distributed beyond a need-to-know audience with disastrous results. DataVantage Global offers a new vision towards solving complex Data Privacy challenges. As a single, scalable, multi-tier enterprise solution, DataVantage Global obfuscates confidential data to meet regulatory standards while maintaining data integrity for use in applications.

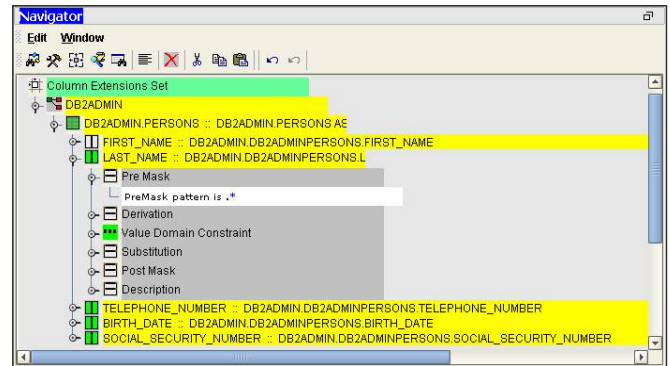
DataVantage Global includes:

- Support for the latest advances in multi-level security for z/OS, DB2, IMS and other popular platforms and databases
- Obfuscation that is user-defined, repeatable and non-repeatable
- Customizable audit controls and user-defined rule sets
- Referential integrity with application-based support.

Contact us today to learn more about Data Privacy best practices, **877.704.0077**, www.DataVantage.com.

DataVantage Global®: Data Privacy Obfuscation Components

- **Pre-Masking** – Extracts data embedded in text strings based on syntactical patterns.
- **Derivation** – Logically or mathematically derives embedded data components from the data.
- **Value Domain Constraint** – Constrains an obfuscated value to being a member of an implicit or explicit set of data which includes:
 - **Computational scrambling** which applies an alteration specification to data.
 - **De-Identification** that utilizes datasets anywhere in the JDBC-connected enterprise or simply uses implicit domains such as date, integers, floats, etc.
 - **Cloaking** which is a specialization of encryption that preserves certain properties of the original data type.
- **Post-Masking** – Injects string patterns into a typically obfuscated value such that it has the same or a different syntactical pattern than the original value.
- **Substitution** – Performs any further processing on the typically obfuscated data (e.g., checksum) and then substitutes the resultant value into one or more data elements.



ORIGINAL DATA

FIRST_NAME	LAST_NAME	TELEPHONE_NUMBER	BIRTH_DATE	SOCIAL_SECURITY_NUMBER
JOHN	SMITH	5178867329	1987-12-15 00:00:00.0	371885065
RICHARD	SMITH	9898924482	1922-10-22 00:00:00.0	857438465
THOMAS	DOE	2398574387	1956-06-06 00:00:00.0	567819871
JEFF	BUCK	7893211598	1959-02-06 00:00:00.0	124678256
EDWARD	JOHNSON	2125675542	1937-06-07 00:00:00.0	567543579

OBFUSCATED DATA

FIRST_NAME	LAST_NAME	TELEPHONE_NUMBER	BIRTH_DATE	SOCIAL_SECURITY_NUMBER
JOHN	SCORCESE	313XXX7841	1969-12-28 11:37:57.335	316427682
RICHARD	SCORCESE	313XXX5791	1970-01-01 15:44:49.75	243561872
THOMAS	KUBRICK	202XXX8246	1969-12-22 21:06:26.818	524316798
JEFF	HITCHCOCK	860XXX1234	1969-12-25 13:15:29.616	156431276
EDWARD	COPPOLA	301XXX8514	1970-01-12 14:32:53.1	985724356

The Original Data table view shows the data in its original values. The Obfuscated Data table view shows the data after DataVantage Global has performed its De-Identification process. The Last Name column has been changed using the Value Domain Constraint option to replace the original last names with names from an external table. Please note that the last name Smith has been De-Identified to the same replacement value in both of the first rows. The telephone numbers have been changed using two obfuscation components: De-Identification and Substitution. The Birth Date and SSN columns were obfuscated first by cloaking the data and then using the Substitution function to convert the encrypted result to the appropriate data type.

DataVantage Global – The Smart Choice for All Your Data Privacy Challenges

- **Scalable Enterprise Solution** – A single, cross-platform, cross-data system solution versus multiple tool solutions and multiple vendors.
- **Extensive, Multiple Obfuscation Methods** – Different components can be intermingled within fields and columns to facilitate the most extensive combinations to achieve Data Privacy.
- **Audit and Control** – Documents which data systems were accessed, the actions performed, the obfuscation method applied and any data changes.
- **Customize Obfuscation Methods** – Specify data to obfuscate by combining DataVantage Global functions with target data system functions, rather than using hard-coded pre-defined obfuscation methods.
- **Referential Integrity with Application-Based Support** – Any data item being obfuscated is maintained logically and concurrently, not just data items in referential keys. DataVantage Global also maintains the integrity over all candidate keys of the obfuscated data.
- **Workflow Plus Concurrent Epoch and Repetitive Multi-Task Dependent Scheduling** – Work can be saved, shared and either epoch or repetitively scheduled across the enterprise to simplify the comprehensive implementation of corporate standards and compliance.
- **Cost-Effective** – One solution to acquire, implement, train and maintain.

Direct Computer Resources, Inc. ■ www.DataVantage.com ■ 1-877-704-0077