Forcepoint

Risk-Adaptive Data Protection:

The behavior-based approach

Balancing Security While Enabling Your People: Your Job Just Got Harder

With the proliferation of data, cloud apps and mobility, people are now truly your corporate security perimeter. The network edge is now your employee's kitchen, living room or home office. COVID-19 has forced organizations to accelerate the evolution of the work environment by five to 10 years: your colleagues are likely permanently remote or connecting to cloud services with an IP address they didn't obtain from IT.

No longer bound by physical or network infrastructures, your people want to move at the speed of innovation, and security that inhibits productivity becomes an excuse to break the rules. Shadow IT creates blind spots where your people sidestep policies, which only increase the risk of data theft, accidental leakage, and corporate exposure.

Every entity on the network, from privileged accounts and contractors to employees and even bad actors, are potential threats to IP and other users. In a mobile and SaaS world, how do you handle the insider threat when nobody is inside? On top of this, regulations such as GDPR and CCPA compel you to respond quickly to breaches and proactively mitigate risk or, otherwise, face stiff fines and other penalties.

The old security approach tried to keep attackers out by building higher walls. Now your people are beyond the walls. We need a new security model that safely enables employees as much as it protects IP and critical data.

$513 Billion
Cloud market size worldwide in 2024

80%+
Of hacked breaches involve brute force or lost or stolen credentials

43%
Web apps involved in breaches

47%
Growth of Insider Threats since 2018

62%
Incidents due to negligent insiders

50%+
Workers ordered to work from home during coronavirus pandemic

Statistics sourced from: Gartner, Public Cloud Services, Worldwide, 2018-2024, Verizon 2020 Data Breach Investigations Report, Ponemon - 2020 Cost of Insider Threats Global Report, EY & iapp - Privacy Leader's Views: The Impact of COVID-19 on Privacy Priorities, Practices and Programs.

Why Security Teams Plan to Fail

Why must we accept that breaches are inevitable? While traditional data protection does provide visibility into an organization's data activity, it lacks the context behind user interactions. The result: the system struggles to distinguish between legitimate and risky data usage, triggering excessive alerts that overwhelm IT Security.

So you're left with two choices—neither are very palatable.

A Err on the side of caution and apply restrictive policies to mitigate risk, which dampens productivity and encourages employees to try bypassing security, or

B Allow minimal policy enforcement to enable productivity, enable passive monitoring data security and act as a forensic tool if, and when, a breach occurs.

For many, option B is the lesser of two evils. It's easier and less damaging to the business to clean up after the event than to try to stop it. Adding a distributed workforce on top of this scenario ratchets up the security challenges.

The Breakthrough: Putting Behavior at the Center of Cybersecurity

The answer is to both protect and free the enterprise by being able to identify, quantify and proactively respond to data risk. The solution is behavior-based cybersecurity that focuses on your people and how they interact with your data. By understanding that people are the new perimeter we can secure your data wherever they access it: at headquarters, remote branches, home and office, or in the cloud—anywhere.

Upgrade to Risk-based Data Protection

Enterprises govern most strategic decisions by understanding their risk, being able to quantify risk, balancing their tolerance for it and defining their processes for mitigating against risk. To achieve this, IT and security teams need the tools and capabilities to understand where, how and by whom data is used so they, gain the comprehensive context required to prioritize and react to risk.

Security teams require require best-in-class capabilities to:

- → Understand the baseline for normal data usage, access, and location to provide context for measuring anomalous or risky data usage
- → Connect seemingly disparate data interactions to build a risk profile to quantify, rank, and prioritize mitigation
- → Apply adaptive policies that focus security where and when risk increases, allowing more data freedom where risk is low
- → React automatically to high-level alerts and block interaction when risk becomes critical and a breach perceived to be imminent

In this way, you can essentially trust an intelligent solution so that you can trust and enable your employees.

Risk-Adaptive Data Protection: Getting Left of Loss

What is behavior-based cybersecurity?

Behavior-based cybersecurity integrates behavior analytics with data loss prevention (DLP) to provide near-realtime dynamic policies and enforcement. Understanding behavior allows you to decide when to trust a user's access to and interaction with data–or when to block it.

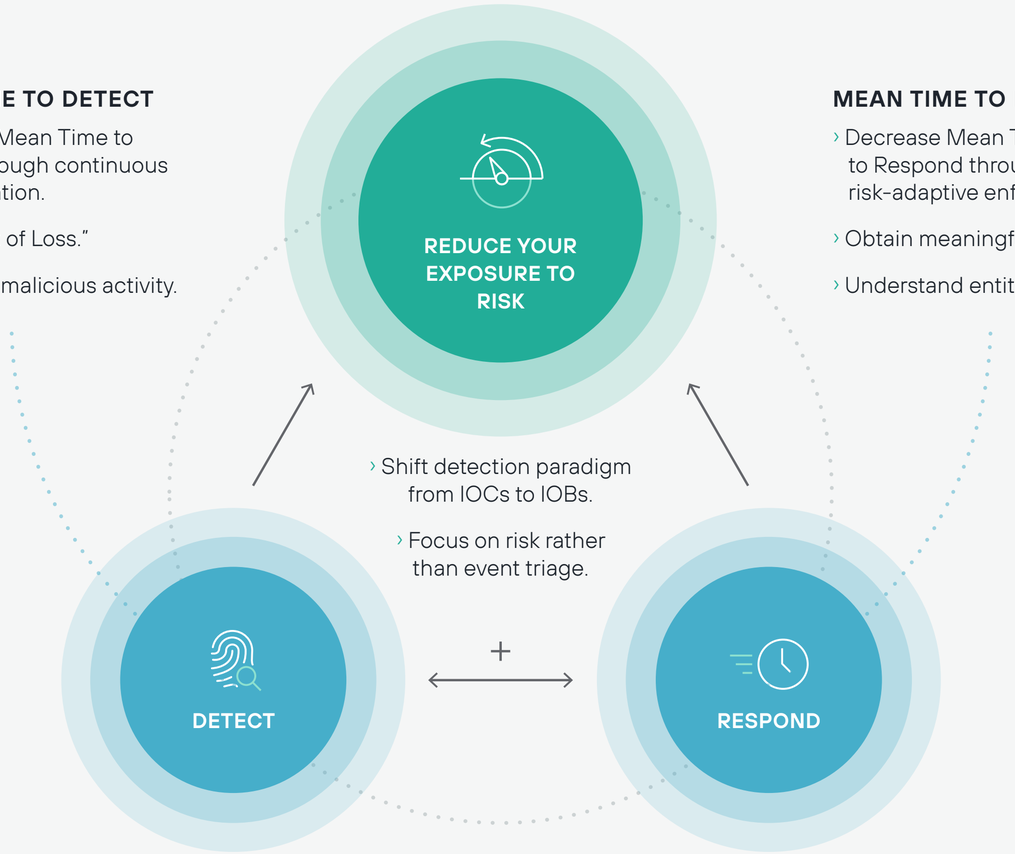
Beyond identity and access, how do you know if the users on your network are really who they say they are? Should the trust you place in them be a constant value? When a user accesses data or a system for the first time, are you certain it is really the user or machine you think it is, or have those credentials been compromised?

By analyzing the behavior of machines and humans, you can move from a binary block-or-allow security strategy to implementing more nuanced policies that factor in user and entity risk. Behavior-based, adaptive data protection continuously calculates risk, allowing you to constantly evaluate whether the user or device is acting as expected or is actually compromised. Furthermore, by leveraging your existing security and non-security investments to inform behavioral analytic models you can take proactive action instead of a reactive, audit-only stance.

When the behavioral risk score reaches a critical threshold–and the model predicts that a data breach is imminent–risk-adaptive security automatically applies blocking policies that are proportional to the risk and sensitivity of the data. Now security can offer a solution that not only safely enables your people but reads the signs and stops a breach before it happens—to get left of loss.

MEAN TIME TO DETECT

- Decrease Mean Time to Detect through continuous risk evaluation.
- Move "Left of Loss."
- Anticipate malicious activity.



- Shift detection paradigm from IOCs to IOBs.
- Focus on risk rather than event triage.

MEAN TIME TO RESPOND

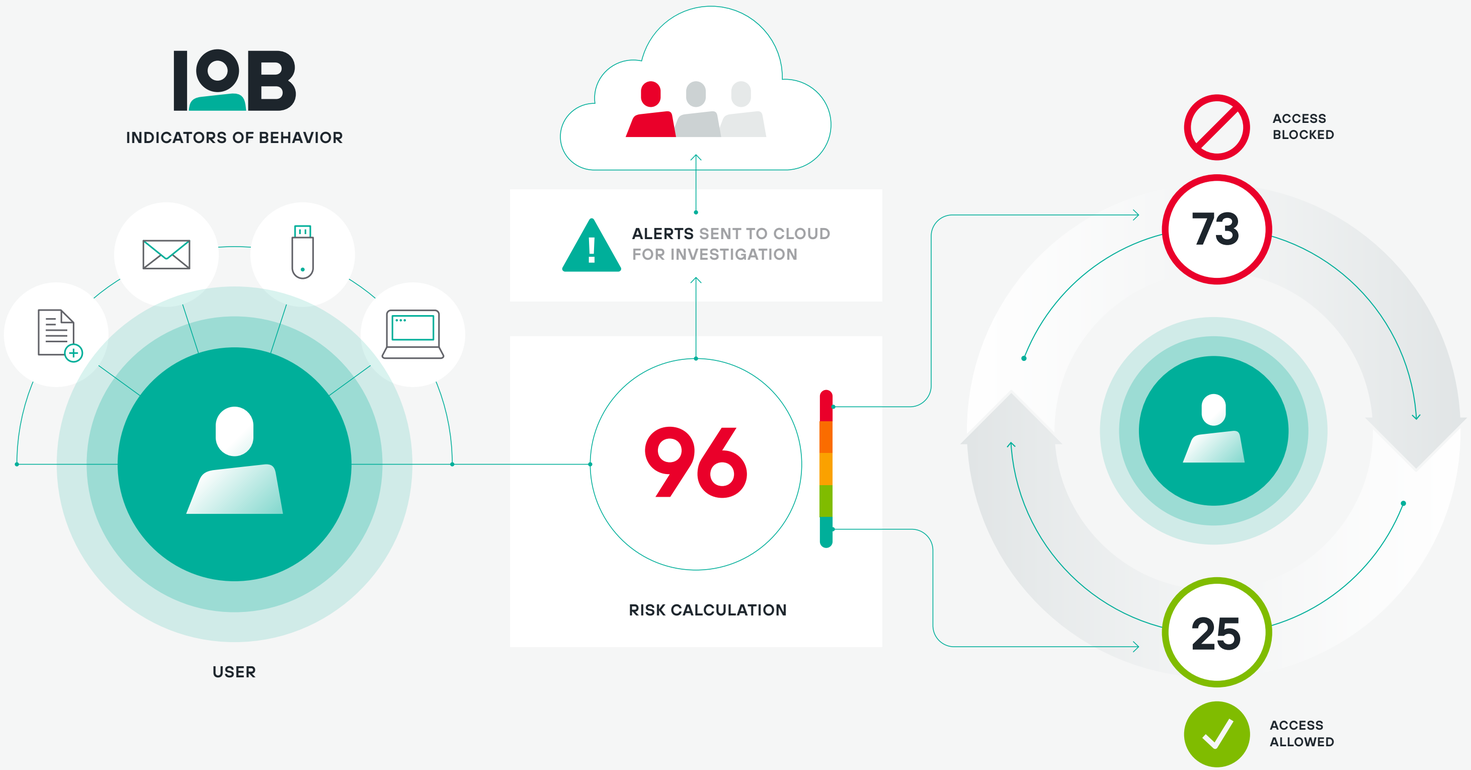
- Decrease Mean Time to Respond through risk-adaptive enforcement.
- Obtain meaningful visibility.
- Understand entity history.

Risk-Adaptive Data Protection: Using Indicators of Behavior

The behavior-based approach to risk-adaptive data protection requires a shift toward Indicators of Behavior (IOBs). IOBs is a context-rich monitoring approach that analyzes user activities across multiple channels to understand the intent behind a flagged incident. IOBs are key to getting left of loss instead of relying solely on reactive IOCs (Indicators of Compromise).

Behavior-based cybersecurity adapts to changing levels of risk:

- → Includes enterprise-wide visibility (network, endpoints, and cloud)
- → Detects when people are exhibiting risky behavior: their risk score changes depending how they behave at any time, allowing security to tighten targeted policies and block actions if required
- → Decides what is innocent or suspicious based on behavior in context, reducing false positives
- → Leverages intelligent data security to revisit decisions as you and your machines learn



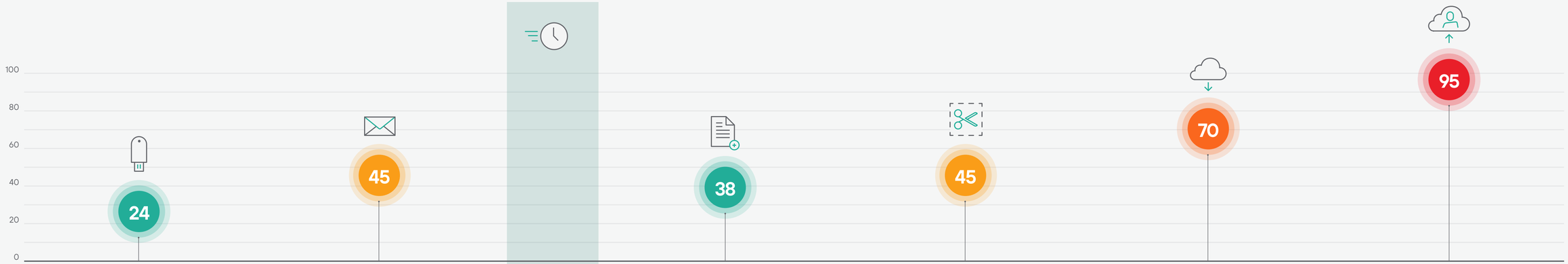
Behavior-based Approach in the Real World: How the Risk Score is Calculated

The answer is to both protect and free the enterprise by being able to identify, quantify, and proactively respond to data risk.

Let's explain how this works with a scenario through a behavior-based lens:

- → Kate is a research chemist who will give a presentation to senior leadership.
- → Kate is a good employee. We want to enable her to do her job.

Here's how the system works to keep both her and the data safe as her actions unintentionally put both at risk...



Kate tried to copy her slides to a USB stick.

Low Risk:
The system understands this is part of her job and does not block it. However, her risk score increases as the IoB has been seen to lead to data loss.

Kate tried to send her slides to her personal email.

Medium Risk:
Based on the file size the risk is elevated and a confirmation is required to acknowledge this risk. The system continues to monitor but does not prevent the email. Perhaps she needed this access to continue doing her job.

Within a few weeks if she does not behave in a risky manner her risk score will decrease and her profile will return to Low Risk.

30 days pass.

Risk score declines based on reducing function.

Kate copies the text from a chart displayed by a genomic application and pastes it into a new slide.

Low Risk:
While this activity is considered evasive and meant to bypass security, it could be legitimate depending on her company's policies. Her risk score goes up slightly but is allowed.

Kate tried to take a Screenshot from the genomic app to use in her slides.

Medium Risk:
The system views this behavior as stockpiling, which could lead to data loss. Her risk score is now deemed Medium Risk but her system allows her to continue.

Later, Kate gets a supplier query about an order she doesn't remember placing and logs into the supplier's website to check.

Kate's user account begins accessing sensitive formulation data and attempts to download it to her local system in bulk.

Kate may have been phished.

High Risk:
Like Kate's earlier attempt to send the data to her personal email, this falls into a gray area between allowed and disallowed activity. However, due to the previous actions, the system moves Kate into the High Risk group and encrypts all of the uploaded files so that they can only be accessed on a corporate system.

Kate tries to upload a large number of files a personal cloud.

Critical Risk:
Because of the context of recent risky activity, the system stops the attempt due to the critical risk for data loss. Security receives an alert that Kate's account is flagged for immediate investigation.

Risk score becomes critical, actions blocked, and the breach is averted.

The Upshot For CISOs

As you can see, each experience with Risk-Adaptive DLP is different for every user depending on the risk level associated with various activities. Security can enable productivity while continuously observing or auditing digital signs for risk to stop a potential breach.

Moving to a risk-based, dynamic security posture elevates the role of IT security within the enterprise. Addressing security through the lens of behavioral risk is a strategy and common language your partners in the business can understand. Focusing on behavior allows you to shed security's reputation as the department of "No" to become the department of "Yes." It becomes easier to trust security's decision-making and quantify IT security's contribution as innovators.

How to Deploy Risk-Adaptive DLP

Prepare for next-level behavior-based data security with Forcepoint Dynamic Data Protection. Reduce time to discovery, investigation backlog and alert burden caused by false positives so you can respond to risk quickly while safeguarding organizational efficiency.

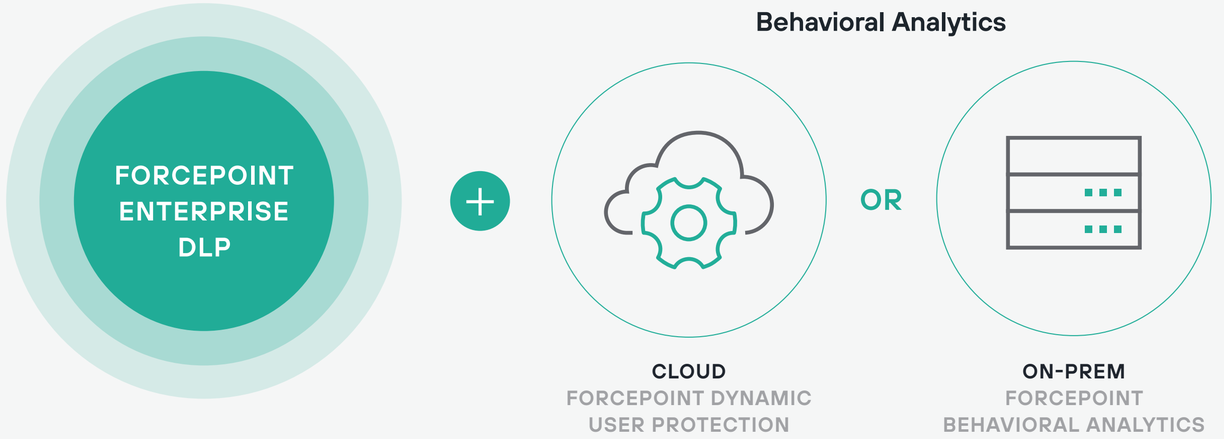
- → **Risk-Adaptive DLP** is available through the Forcepoint Dynamic Data Protection Solution.
- → **Deploy Forcepoint Enterprise DLP** as the most-trusted on-premises industry leader for enterprise protection against accidental or malicious data leakage and theft.
- → **Extend Forcepoint Enterprise DLP** with behavior analytics delivered via the cloud through Forcepoint Dynamic User Protection (DUP) or on-premises through Forcepoint Behavioral Analytics (FBA).

RECOGNITIONS

Forcepoint Dynamic Data Protection recognized as the Best DLP Solution in the Trust Awards Category at 2019 SC Awards and Best DLP at EMEA 2020 SC Awards.

Forcepoint is recognized as a Customers' Choice in the 2020 Gartner Peer Insights 'Voice of the Customer': Enterprise DLP.

Forcepoint Dynamic Data Protection



Further Enhance Forcepoint DLP

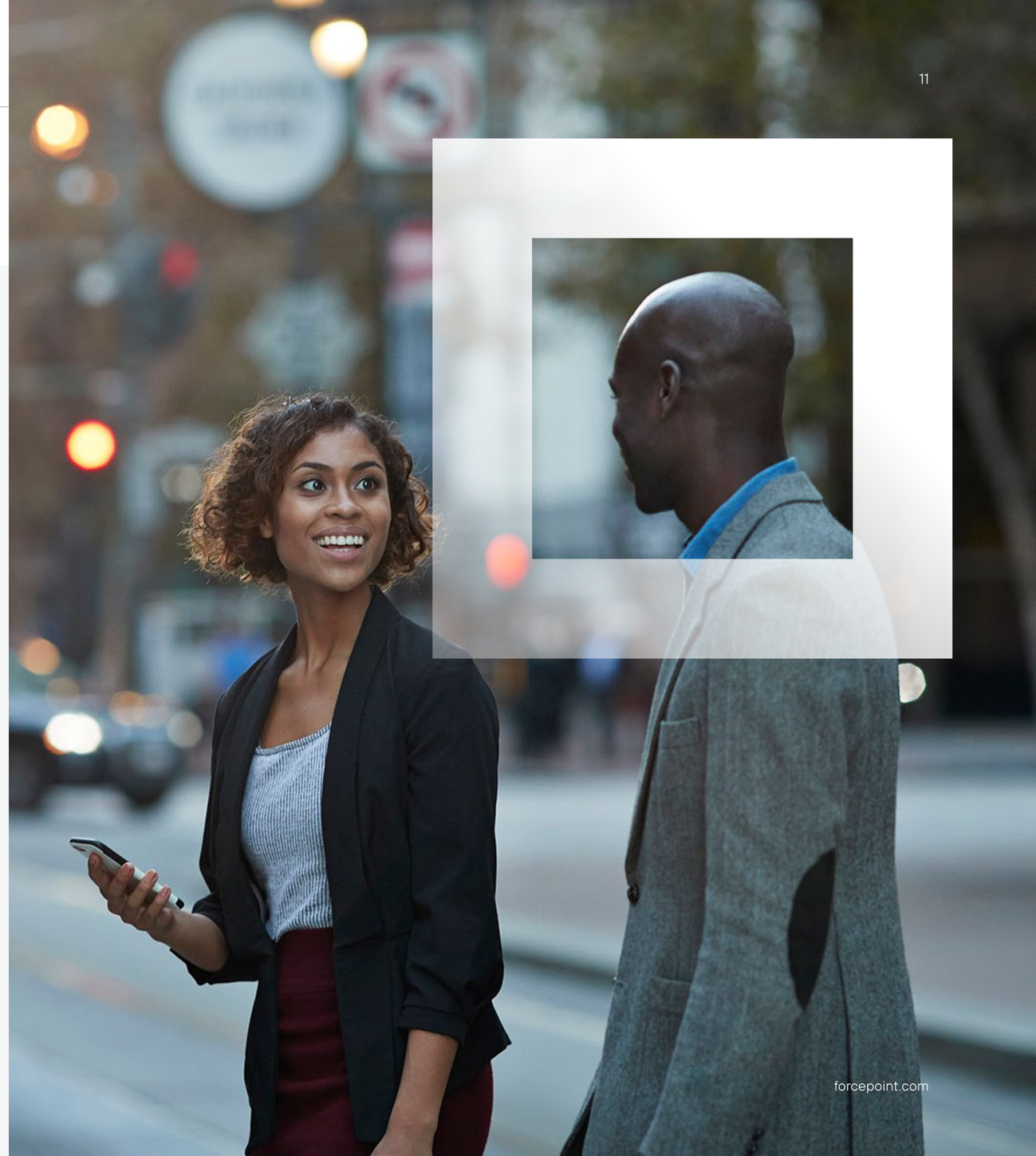
Extend your data protection into the cloud by adding **Forcepoint DLP Cloud Apps** and **Forcepoint CASB.**

Get greater insight into critical data and IP with **Data Classification,** powered by Bolden James.

The Final Word on Risk-Adaptive

"I find DDP incredibly exciting by virtue of the fact that we can start to be much more targeted in our security, rather than almost putting a wall up and saying, 'We're not going to let anybody do anything.' I just think it's going to allow us to enable our teams to work better to do their own role in their own job."

MICHELLE GRIFFEY, CHIEF RISK OFFICER, COMMUNISIS



- → **For more information, visit: forcepoint.com/DDP**
- → **Discover more more Forcepoint customer stories.**
- → **Schedule a Demo.**

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About Forcepoint

Forcepoint is the leading user and data protection cybersecurity company, entrusted to safeguard organizations while driving digital transformation and growth. Forcepoint's humanly-attuned solutions adapt in real-time to how people interact with data, providing secure access while enabling employees to create value. Based in Austin, Texas, Forcepoint creates safe, trusted environments for thousands of customers worldwide.

Risk-Adaptive Data Protection eBook 21JAN2021