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SEVEN REASONS TO

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# Classify Your Organisation's Data

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The logo for Handd Business Solutions, consisting of three red squares of varying sizes arranged in a cluster above the text 'HANDD BUSINESS SOLUTIONS' in a bold, white, sans-serif font.

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# 21%

of IT professionals say regulation, legislation and compliance will be one of the biggest challenges to impact data security.

Survey commissioned by HANDD, June 2017

## INTRODUCTION

Compliance regulations are making business owners more responsible for the protection of their data.

The problem is, the days of static data are long gone. Data is saved, downloaded, reviewed, sent, amended and destroyed.

We call this the journey of your data. To protect data effectively, you need to ensure it's secure at every stage of its journey.

## THE FIRST STEP

First, you need to identify what's valuable.

Classification is the process of labelling data as it's created, so you can quickly and easily identify, protect and observe sensitive data moving forward.

"35% of IT professionals say ensuring data is stored securely, and whether it's on premise or on the cloud is their biggest challenge."

Survey commissioned by HANDD, June 2017

Today's companies have petabytes of data – some of which needs to be kept, some deleted, some protected at all costs. But without understanding your data, where it's stored, and how it's protected and used, you can't begin to gain control.

1. Improve consistency of the application of downstream protection such as encryption and DLP
2. See the impact of your protection technologies
3. Improve the awareness of the value of data in your organisation
4. Identify internal threats to your data
5. Demonstrate regulatory compliance more easily
6. Illustrate the value of your cyber security investments
7. Find and retrieve sensitive documents faster

### Want to know more?

Speak to one of our independent data classification specialists on +44 (0)8456 434 063 or drop us a line at [info@handd.co.uk](mailto:info@handd.co.uk)