

PrivacyAssessment.ca: Security solution reveals privacy risks and compliance breaches due to Internet snooping

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Informatica Security Corporation →

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TORONTO, April 3, 2014 /CNW/ - Almost a year after the Snowden revelations began surfacing, as many as half of Canadian executives and business owners are still unaware that ongoing Internet surveillance and pervasive data interception vastly complicate their legal responsibility to protect the confidentiality of customer data.

Privacy laws require organizations to protect personal information using confidentiality and security controls, especially in situations where a high risk of snooping, data theft and interception exists. To do so, organizations often require advanced independent expertise to verify their systems, applications and processes.

Informatica today announced the launch of a standards-based risk assessment solution designed specifically for organizations that handle sensitive Information. *"When Canadians entrust their private data to any company, they rightly expect their privacy to be protected. Responsible companies need to ensure that our private data remains private and is safeguarded from widespread and invasive government spying"* said David Christopher, Communications Manager, OpenMedia, an organization working to protect online privacy.

According to a recent study, the average breach costs companies \$3.2million and often results in reputation damage. The Verify™ Privacy risk assessment identifies confidentiality and privacy gaps, leading to reduced breach impact and improved security practices.



Upon completion, clients are awarded a digital seal to clearly identify their customer focus by complying with security best practices and privacy legislation. Also included is management education on encryption-by-default and other best practices for confidentiality protection.

Informatica's privacy assessment platform is the only fully Canadian, standardized solution designed to identify unauthorized customer data disclosure risk in healthcare information, classified HR and financial assets.

About the Company:

Established in 1989, Informatica is Canada's first security assurance-as-a-service company, specializing in privacy and security vulnerability assessments.

Informatica's fully-customizable assessment process is used nationwide for auditable verification of systems, policies and applications. Savvy organizations use the Verify™ seal and Statement of Trust™ to demonstrate compliance, leadership and due care.

[<http://Bit.ly/GetVerify>]

Reviews and pre-audit assessments for PIPEDA, PHIPA, CASL, PCI-DSS 3.0, ISO 31000, ISO 27000, PIPEDA, PHIPA, Bill198 are completed by respected security professionals and certified Risk Advisors.

Informatica is an IPC Privacy by Design Ambassador and member of Canada's largest-ever pro-privacy coalition.

SOURCE: Informatica Security Corporation

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