Privitar Data Privacy Platform™
Making data a strategic asset

Why Data Privacy Platform?

• **Safe, Usable Data**: Manage privacy risk using any combination of Privitar’s comprehensive set of privacy techniques.
• **Consistent Privacy Policies**: Create, manage and monitor your privacy policies across all your data sources and technologies using the Privitar Policy Manager.
• **Data Provenance**: Deter insider threats and accelerate forensic investigation and remediation with Privitar Watermarks.
• **Modern Data Architecture**: Leverage your existing data infrastructure to process privacy policies in place and to achieve privacy at big data scale.

Product overview

With Privitar's powerful data privacy software, businesses can safely use data in the cloud to gain valuable insights that support data-driven decisions. These are decisions that help organizations to innovate, identify market opportunities, accelerate time to market, improve customer retention, and identify inefficiencies. Privitar accelerates safe data provisioning by defining, managing, and applying consistent data privacy policies across data locations and environments for streaming, batch, or on-demand.

Product features

**Protects sensitive data for analytics in the cloud**
Privitar helps organizations maximize the potential of cloud data and analytics capabilities with sensitive data, by achieving three critical goals simultaneously:

• Reduce the risk in sensitive data and meet compliance demands.
• Optimize the analytical value of sensitive data after it has been protected.
• Increase the agility of sensitive data by expediting access to it and democratizing its use.

**Help customers maximize the value of data on AWS**
Privitar enables organizations to achieve faster time to value, safely leading to improved customer engagement, enhanced innovation, and faster time to market. This all happens while keeping customers better protected from the fallout of a data breach and turning data from a liability into an asset.

**Accelerate to insights with cloud native privacy**
Bring privacy online quickly with a highly available, end-to-end deployment of the Privitar Platform on Amazon Web Services (AWS). Privitar worked with AWS to define and validate a solution according to the AWS native pattern.
How it works

Privitar natively integrates with your Amazon Web Services (AWS) data architecture to scale with required data volumes. This flexible solution supports modern data analytics and machine learning approaches.

- Uses the full range of advanced data de-identification techniques to apply privacy protection to the data itself.
- Allows you to fine-tune different de-identification techniques so that you can dial the required level of privacy and utility to each specific use case.
- Centralizes the creation and application of privacy policies allowing organizations to protect sensitive data easily and quickly, while ensuring data utility.
- Accelerates data access across the organization by addressing requests contextually at scale.

Differentiators

- Control data consistency, linkability, and reversibility; and enable enforcement of business policies for data distribution, access, and expiration.
- Accelerate safe data provisioning by defining, managing, and systematically applying consistent data privacy policies incorporating any combination of de-identification techniques across all data locations.
- Achieve data governance at scale by fine tuning privacy policies applied to data according to context and via seamless integrations with leading data pipeline technologies.
Privitar is an AWS Partner Network (APN) Advanced Technology Partner and has achieved the AWS Data and Analytics Competency and the AWS Security Competency. Competency Partners have industry expertise, solutions that align with AWS architectural best practices and staff with AWS certifications.

**Additional Resources**

- [Resource library](#)
- [Events](#)
- [Request demo](#)

Solution available in [AWS Marketplace](#)