McAfee™
Together is power.

McAfee Data Protection for Retail

Quickly discover, quantify, and protect PCI and other sensitive data

Data breaches shave retail margins with regulatory penalties, audits, legal fees, identity insurance, and lost customers. McAfee has both the expertise and the product portfolio to help you maintain compliance with regulations as you integrate data protection into a strong security posture. Whether you start with full disk encryption or choose data loss prevention (DLP), we can help make sure sensitive data stays where it belongs.

Retail Data Protection Challenges

- Noncompliance can affect revenue and profit.
- PCI is just one of several regulations most retailers face.
- Data protection is not a priority for store staff.
- Data can be lost anywhere from the point of sale to headquarters.

> **"A proof of concept revealed that data was sneaking out, so it was instant validation of the need for DLP. From the moment we plugged in the McAfee Data Loss Prevention appliance, it started delivering value. We have never seen that before or since."**
>
> —CISO
> US Fortune 500 retail chain

We understand that Payment Card Industry Data Security Standard (PCI DSS), Sarbanes-Oxley Act (SOX), Health Insurance Portability and Accountability Act (HIPAA), and state privacy regulations, coupled with a competitive marketplace, make data protection critical. However, distributed operations, employee turnover, and scant IT resources make it problematic. Our data risk assessment and flexible data protection can help you:

- Uncover risks from data that may be stored in or flowing to places it should not be (PCI DSS, Section 3)

- Understand your business processes and how they could become more secure and compliant (PCI DSS, Section 4)

- Quickly build fine-grained policies to control data usage (PCI DSS, Section 7, 12)

- Protect your data while at rest, in motion, or in use (PCI DSS, Sec 3, 4, 7, 8)

- Prove compliance with PCI DSS, HIPAA, SOX, GLBA, regional laws, and more

Discover Where Sensitive Data Is Hiding.

Our approach to data protection is simple and practical. First, we help you understand and size up your risk, to see what style of protection matches your business. In just a few minutes, our consultants can install a McAfee® Data Loss Prevention (McAfee DLP) appliance with capture technology that will automatically:

- Discover what data lives where: Most retailers find credit card data, marketing plans, and sensitive customer data in unexpected places.

- Create an inventory of storage locations: That way you know where your soft spots are.

- Understand how data flows in your business: There's no need for interviews or trial and error.

Quantify Where Sensitive Data Is Going and How It Is Used.

Working with our solutions means more visibility into your data's real usage. This knowledge and our easy-to-use tools help you build the right policies to protect the right data:

- Gain visibility as to what data is leaving your network.

- Understand how people are using and distributing data and on what devices.

- Learn what data exists on laptops, portable storage, and mobile devices and whether it is being handled according to policy.

- Build policies that enable compliance while letting legitimate business processes flow.

Key Advantages

Capture technology
Our DLP solution protects your data more completely and quickly than any other DLP solution. It provides an easy way to analyze historical usage of data across your organization, enabling you to discover unknown risks and anticipate future risks.

Consistent protection
Tightly integrated components let you set policy centrally and enforce policy uniformly across all data loss threat vectors—on the network, in storage systems, or at the endpoint.

Modular and open
Start protecting where your risks are now, and expand coverage as needed. McAfee Data Loss Prevention integrates with McAfee® ePolicy Orchestrator® (McAfee ePO™) software, encryption, and email and web gateways, as well as third-party SMTP compliant MTAs, ICAP-compliant web gateways, and leading digital rights management (DRM) solutions.

Getting started is easy
From our selection of rack pre-integrated hardened appliances, choose from pre-configured policies, and start protecting your data today.

Protect Data at Rest, in Motion, or in Use.

Flexible enforcement and monitoring allow you to move, delete, or encrypt data to protect it based on your criteria. From USB devices to storage systems to the network perimeter and beyond, the McAfee DLP appliance can enforce rules and regulations consistently across your infrastructure.

- Selectively encrypt files, folders, or entire devices to protect against loss and theft.
- Encrypt data according to policy prior to it leaving the network.
- Centrally manage approved encrypted USB storage for those that need it.
- Coach users in proper data handling to avoid mistakes.
- Let users justify specific actions and receive permission for policy exceptions.

Prove Effective Protection and Compliance.

Our data protection solutions give you the tools to meet a range of regulatory requirements that insist on strong data protections. We integrate the tools with dashboards and reports to minimize the effort and cost of audits.

- Leverage policy and reporting templates for regulations and many regional privacy laws.
- Monitor actual data usage, searching without rescanning or relying on pre-defined rules.
- Run queries and slice and dice the data to deliver exactly the right information.

Get Started Today.

Learn more at **https://www.mcafee.com/us/ products/data-protection/index. aspx**.