



# HP Data Privacy Services

HP Technology Services

Speaker/date



# Agenda

- Data privacy challenges
- HP's framework for data privacy
- Benefits of HP Data Privacy Services
- Advantages of working with HP to manage media
- Description of services
- HP differentiators

# Data privacy challenges

## Risk to data, risk to customers

- Increased compliance requirements
- Demand for mobile access to corporate data
- Growth of “protected data”
- Negative impact on reputation, brand image from a breach

“The cost of data breach for Japanese companies averages 11,011 Yen per compromised record”

“51% of CEOs surveyed say their company experiences cyber attacks hourly or daily”

“94% of healthcare organizations had a breach involving one or more records”



# HP Data Privacy Services framework

Comprehensive, global services to help maintain compliance and manage data

**Reduce risk of non-compliance by effective media management and demonstrate a mindset that privacy protection matters and is part of the corporate culture. This framework:**

- Identifies support requirements for data privacy across the IT lifecycle
- Recommends actions to improve and simplify data retention and removal
- Provides a means for asset recovery of sanitized media
- Utilizes deep HP expertise in regulatory compliance



# Control across IT Lifecycle

Services to help manage privacy

Offers	Retain	Remove	Recover
Defective Media Retention	√		
Comprehensive Defective Material Retention	√		
Data Sanitization Services for Storage		√	
Data Sanitization Services for Servers		√	
Onsite Media Sanitization		√	
Asset Recovery			√



# Comprehensive data management

## Benefits of HP Data Privacy Services

- Keep data under control
- Reduce cost of managing retired assets
- Mitigate risk of breach due to improper handling of private information



# Advantages of HP Data Privacy Services

- Global expertise to understand local requirements
- First to deliver comprehensive, easy-to-buy and use services
- Options for protecting sensitive data across IT lifecycle
- Proactive services to perform gap analysis and recommend steps to reduce risk



HP leads as top technology company, #2 overall in “2012 Most Trusted Companies for Privacy” Jan, 2013 Ponemon Institute LLC



# Defective media retention service

## Summary

- Provides the means to retain all hard, solid state, or flash drives when drives are removed during a service event. An easily obtained part of a customer's data privacy strategy. Available for all HP storage, servers, and networking as part of HP Foundation Care service.

## Ideally suited to

- Federal, government, financial, health care, or any other regulated customer as well as other clients seeking to protect client information, IP, or R&D

## Value Proposition

- Allows you to control data even if disk becomes unavailable for use
- Controls expenses because service is purchased upfront with hardware, eliminating need for separate purchase orders and unknown pricing to keep a failed drive





# Comprehensive defective material retention service

## Summary

- Extends Defective Media Service (DMR) to include other parts capable of retaining data including system boards, controllers, cache, and more. Available for all HP storage, servers, and networking as part of HP Foundation Care service.

## Ideally suited to

- Government organizations
- Financial accounts
- Healthcare providers and affiliated organizations

## Value Proposition

- Enables customers to control data that is retained in other components of the server upon failure, e.g. memory, system boards.
- Provides structured replenishment process without additional, unbudgeted expense at time of failure.



# Data sanitization service for storage

## Summary

- Securely removes data from HP or non-HP storage arrays. A confirmation of erasure is provided. Using multiple tiers, easily purchased as an HP Care Pack

## Ideally suited to

- Government organizations
- Financial accounts
- Healthcare providers and affiliated organizations

## Value Proposition

- Prevents unintended disclosure of regulated, private, or confidential data when storage arrays are refreshed, re-purposed, retired, resold, or recycled
- Alternative to physical hardware destruction by providing procedures for removing data from disk media
- Data removal verification and acceptance testing helps meet compliance requirements



# Data sanitization service for servers



## Summary

- Securely removes data from HP or non-HP servers. A confirmation of erasure is provided. Using multiple tiers, easily purchased as an HP Care Pack

## Ideally suited to

- Government organizations
- Financial accounts
- Healthcare providers and affiliated organizations

## Value Proposition

- Prevents unintended disclosure of regulated, private, or confidential data when servers are refreshed, re-purposed, retired, resold, or recycled
- Alternative to physical hardware destruction by providing procedures for removing data from disk media
- Data removal verification and acceptance testing helps meet compliance requirements



# Onsite media sanitization service



## Summary

- Onsite resources and tools designed to sanitize data to help prevent it from being reconstructed or retrieved from nonfunctional disk media
- Service is customized to meet the specific datacenter requirements

## Ideally suited to

- Hyperscale and global enterprise customers with large datacenters that accumulate unwanted, non-functional media with sensitive data
- Large enterprises that require ongoing assistance managing defective media

## Value Proposition

- Simplified operations by managing large volumes of failed drives with routine processes performed regularly
- Datacenter efficiency by allowing staff to focus on higher priorities
- Assistance with complex regulatory compliance by documenting how private data is securely managed



# Asset recovery service

## Summary

- Decommissions retired assets of any size, type or brand. Any combination of de-installation, transport, tracking, and sanitization is available. Custom quoted up-front, per-event, or contractually

## Ideally suited to

- Organizations refreshing, consolidating or relocating technology, or adopting a new IT strategy (e.g., cloud)

## Value Proposition

- Privacy protection through secured transport and handling of retired assets
- Compliance with audit and tracking policies while removing IT assets
- Better return on older assets
- Meets audit requirements through the use of chain of custody and asset disposition reporting
- Environmentally responsible recycling



# HP differentiators

- First to market with comprehensive services portfolio
- Focuses on privacy across the IT lifecycle
- Enables data protection that passes audit requirements
- Provides responsible asset management to help create culture of privacy



# Key benefits of HP Data Privacy Services

- Stronger data control
- Flexible delivery approach and choice
- Lowered costs
- Reduced risk
- Environmentally responsible asset management



# For more information

[www.hp.com/services/dataprivacy](http://www.hp.com/services/dataprivacy)

[www.ponemon.org](http://www.ponemon.org)

Corporate culture of Privacy: Privacy as part of HP's "Global Citizenship Report":

<http://www8.hp.com/us/en/hp-information/global-citizenship/society/privacy.html>





# Thank you

