



**Hewlett Packard
Enterprise**



Protect sensitive data

HPE Data Privacy Services

Three ways to control data: retain, remove, and recover

HPE Data Privacy Services bring your organization the necessary infrastructure support to help you protect sensitive data across the entire IT lifecycle.

Did you know?

When it comes to data privacy

According to the Ponemon Institute, a leading vendor in privacy:³

- 51 percent of CEOs surveyed say their company experiences cyber-attacks hourly or daily.
- 94 percent of healthcare organizations had a breach involving one or more records.
- The cost of data breach for Japanese companies averages 11,011 Yen per compromised record.

Risks to your data are risks to your business

It's a cold, hard reality: Compromising active computing, storage systems, and networks is not the only means by which personal data in your enterprise can become exposed. Out-of-service, damaged, redeployed, and retired IT components are treasures to data thieves. It can also be a violation of privacy business principles and government regulations if unauthorized parties, even with non-malicious intent, gain access.¹ In every industry—and particularly if your organization provides healthcare or consumer financial information—you face new privacy challenges as you strive to protect data in an increasingly automated environment.

Tackling the risk and cost of data breaches

In today's automated world, security threats are top of mind. With increased threats come the increased risks of unauthorized access to personal data, or actions that can jeopardize the integrity of this information. At the same time, your organization may also be responsible for complying with strict global data security laws and regulations, which may include enforcement and increased penalties.

For example, the Health Insurance Portability and Accountability Act (HIPAA) in the United States, the European Union's Data Protection Directive, and India's Information Technology for Reasonable Security Practices and Procedures and Sensitive Personal Data or Information Rules 2011 all pose unique challenges.

Be proactive when it comes to data privacy

Now is the time to take the necessary steps to protect business-critical assets so you can:

- Better manage sensitive and confidential data
- Reduce the risk of unauthorized access to private information
- Implement measures to help meet your compliance requirements

Here is how HPE can help.

Comprehensive, global data privacy services

Manage data

HPE Data Privacy Services are designed to help you manage and protect sensitive data, including retention and sanitization of hardware components, active or retired, that may contain personal information. Our corporate culture of respecting privacy is strong. HPE has again been named as the top technology provider and number two overall "most trusted company for privacy" by the Ponemon Institute, a leading vendor in privacy.² Our Data Privacy Services framework focuses on three ways to help you to control data: retain, remove, and recover.

¹ A Privacy Culture—The HPE Approach; Stratecast; Frost & Sullivan; September 2013

^{2, 3} 2012 Most Trusted Companies for Privacy©, Ponemon Institute, ponemon.org/local/upload/file/2012%20MTC%20Report%20FINAL.pdf

Retain

Secure options that aim to keep your data safe

HPE Defective Media Retention Service gives you the means to retain all hard, solid-state, or flash drives when drives are replaced or removed during a service event. Defective Media Retention Services cover all HPE storage and servers hardware. It is available as part of your HPE Foundation Care or HPE Proactive Care Service, which can be purchased as an HPE Support Services or contractually with your hardware. One key advantage: Defective Media Retention Services offer a way for you to better manage expenses because the service is purchased upfront with hardware, eliminating the need for separate purchase orders and unbudgeted costs related to retaining a failed drive.

Control data with a simplified replenishment process

An extension to Defective Media Retention Service, **HPE Comprehensive Defective Material Retention Service** enables you to retain other hardware components upon failure, such as memory and system boards, controllers, cache, and more for all HPE storage, servers, and networking hardware. It is also available as an HPE Support Services or contractual service. You gain a structured replacement process that helps predict costs associated with media retention.

Remove

Data removal services

Large amounts of regulated, private, or confidential data may reside on your application servers and storage arrays. What happens to that data when these assets are refreshed, re-purposed, retired, recycled, or resold? **HPE Data Sanitization Services** remove data from HPE and non-HPE servers and storage arrays using certified erasure software. HPE sanitization tools provide data removal verification once completed. These services provide you with an alternative to physical hardware destruction by providing services to remove data from disk media. These services are sold on a per-event basis and may be purchased as HPE Support Services.

Simplify data center efficiency

With **HPE Onsite Media Sanitization Service**, we provide the on-site resources and tools necessary to help ensure data cannot be reconstructed or retrieved from your nonfunctional loose disk media. This service is customized to meet your specific data center and data privacy requirements. We make regularly scheduled on-site visits to sanitize the defective media and provide an auditable confirmation of erasure. The service covers loose media from HPE and selected non-HPE storage arrays and servers and may be purchased contractually. It may also be purchased as part of an HPE Datacenter Care agreement. HPE Onsite Media Sanitization Service may help you to simplify your operations for managing large volumes of failed drives with routine processes. What's more, your staff is available to focus on higher priorities.

Recover

Asset recovery services

Handle decommissioned, retired assets of any size, type, or brand with the **HPE Asset Recovery Service**. The service includes any combination of de-installation, transport, tracking, and sanitization activities. This service is available as an upfront per-event customized service, purchased contractually.

We're serious about data privacy

Just like your company, HPE is subject to privacy regulations and laws in nearly every country in the world—both in our internal operations and in our customer and business partner engagements. What's more, as a purveyor and innovator in IT products and technology services, and as an adopter of leading-edge IT products and services, we are heavily involved in IT trends that are at the forefront of the privacy conversations related to cloud services, Big Data, analytics, and data destruction.

As a perennially trusted company in privacy, HPE has earned the trust of consumers and business alike. Demonstrating this "trusted company" designation is an annual survey conducted by the Ponemon Institute.⁴ In this survey, HPE has been chosen as the second most trusted company, first among technology companies, in the last two survey years. Our commitment to advancing privacy has placed us at the center of numerous industry-wide privacy committees and as a consultant to governments and regulators in the design and implementation of privacy laws and regulations.

To stay competitive and capitalize on new revenue opportunities, you must learn how to use technology in new ways. We understand that to drive your business forward, you need collaborative, passionate partners to help develop and execute solutions that take full advantage of your technology. We believe that our approach, people, and processes can help you deliver business value from IT—while helping you protect sensitive data.

⁴ 2012 Most Trusted Companies for Privacy®, Ponemon Institute, ponemon.org/local/upload/file/2012%20MTC%20Report%20FINAL.pdf

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