



RightsWATCH. Data-centric Security.

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Watchful Software
Keep IT Secret.





RightsWATCH

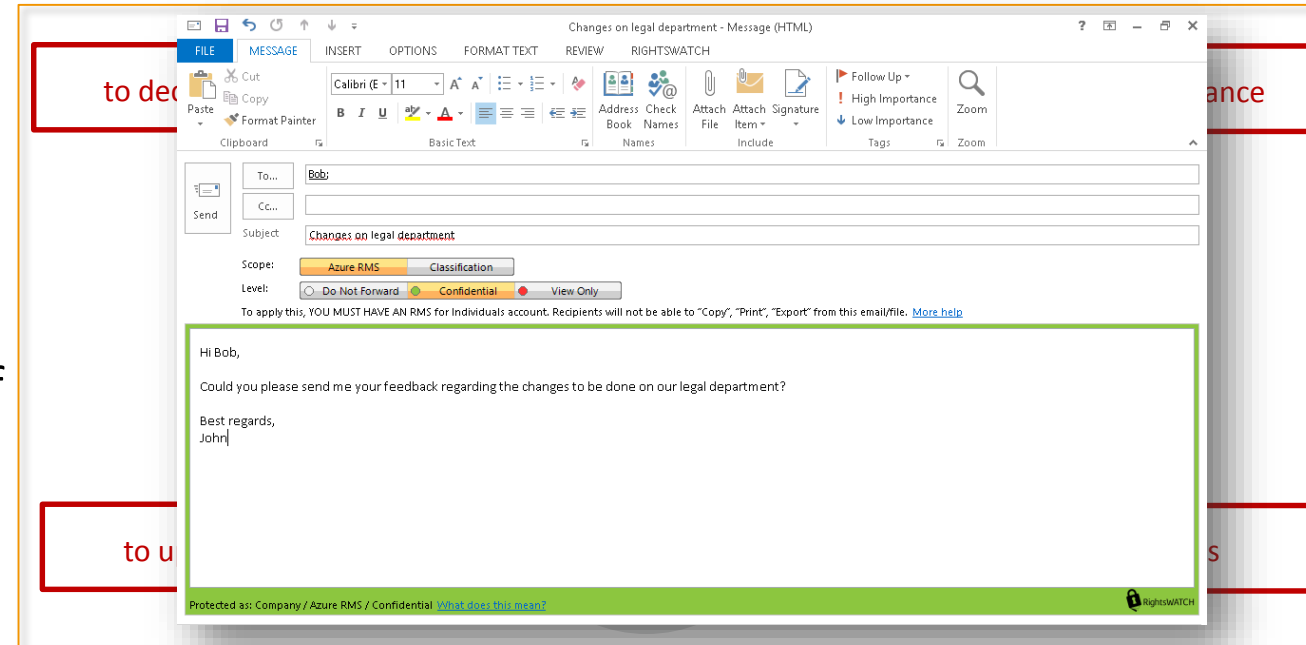
data-centric security

RightsWATCH for Individuals

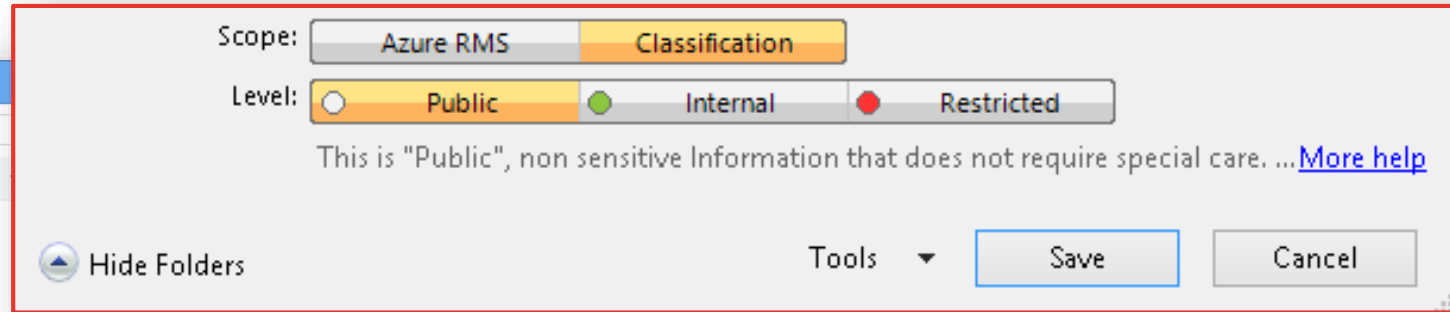
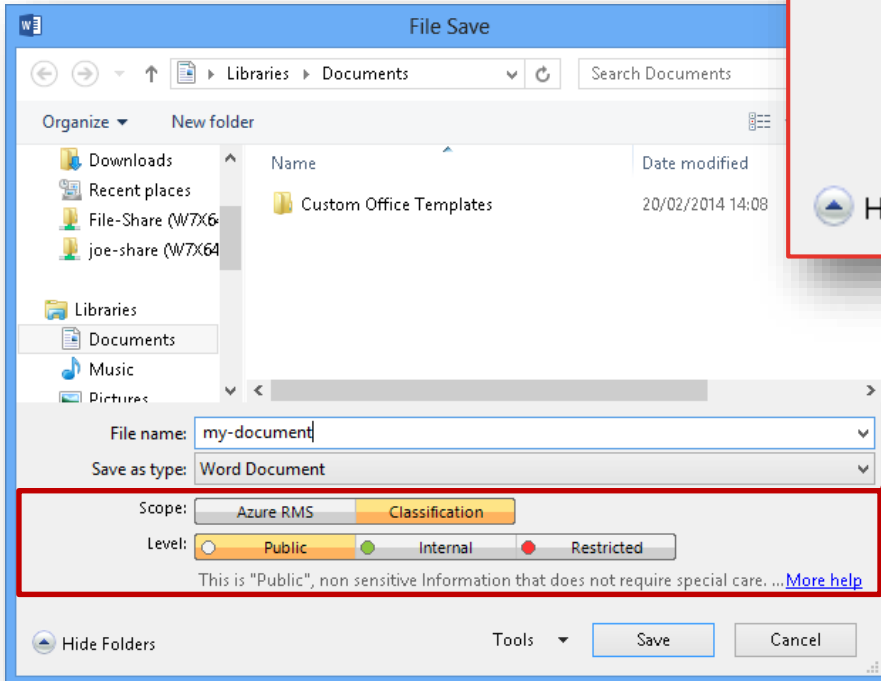
- DOWNLOAD AND INSTALL IT AND YOU'RE GOOD TO GO TO START IDENTIFYING, CLASSIFYING, MARKING AND PROTECTING YOUR SENSITIVE INFORMATION







What is RightsWATCH for Individuals

1. Data Governance, Classification, Loss Prevention and Protection in a single software package;
2. “Plug&Play” installation. Simply download off the web. No server side component needed;
3. Immediately begin classifying, tagging and marking information according to industry-standard best practice;
4. Encrypt and Protect information with Microsoft’s Azure RMS.



Industry Standard Information Security Policy



AZURE RMS	CLASSIFICATION
<p style="text-align: center;">DO NOT FORWARD</p> <p><input type="checkbox"/> Prevents “Copy”, “Print”, “Export” from, nor “Forward” an email message</p> 	<p style="text-align: center;">PUBLIC</p> <p><input type="checkbox"/> Default <input type="checkbox"/> No restrictions or markings</p> 
<p style="text-align: center;">CONFIDENTIAL</p> <p><input type="checkbox"/> Prevents “Copy”, “Print”, “Export” <input type="checkbox"/> Restricted to approved parties</p> 	<p style="text-align: center;">INTERNAL</p> <p><input type="checkbox"/> Triggered by keywords and PII <input type="checkbox"/> Footer applied. Metadata tagged</p> 
<p style="text-align: center;">(CONFIDENTIAL) VIEW ONLY</p> <p><input type="checkbox"/> Enables “Read Only” <input type="checkbox"/> Restricted to approved parties</p> 	<p style="text-align: center;">RESTRICTED</p> <p><input type="checkbox"/> Triggered by keywords and PII <input type="checkbox"/> Watermark applied. Metadata tagged</p> 

RightsWATCH for Individuals Information Security Policy

CLASSIFICATION



PUBLIC



INTERNAL



RESTRICTED

RULES

Default rule

- Keywords: "Internal Use Only"; "Internal Information"; "Internal Data"
- Metadata: "Category = Internal Use Only"; "Category = Internal Information"; "Category = Internal Information"
- Email Subject line: "Internal"
- File Size > 10MB

- Keywords: "Restricted Access"; "Restricted Information"; "Restricted Data"; "Restricted Use Only"; "Do Not Disclose"
- Metadata: "Category = Restricted Use Only"; "Category = Restricted Information"; "Category = Restricted Data"
- Regular Expressions: (1) US Social Security #; (1) Credit Card #
- Email Subject Line: "Restricted"; "Sensitive"; "Do Not Disclose"

MARKINGS

No Header, Footer nor Watermarks. Adds Metadata

- Email Subject Line: [Classification: Internal]
- Email Header: Yes
- Office File Header: Internal Use Only
- Alert: User is presented with an explanation

- Email Subject Line: [Classification: Restricted]
- Email Header: Yes
- Office File Watermark: "Restricted Information"
- Alert: User is presented with an explanation
- Awareness: User is allowed to change the classification level
- Disclaimer: User is asked to acknowledge changing the classification level

RightsWATCH for Individuals Information Security Policy

CLASSIFICATION



DO NOT FORWARD

RULES

Keywords: "Do Not Forward"

MARKINGS

- Email Subject Line: [Protection: Do Not Forward]
- Email Header: Yes
- Metadata: Yes
- Alert: User is presented with an explanation



CONFIDENTIAL

Keywords: "Company Confidential"

- Email Subject Line: [Protection: Confidential]
- Email Header: Yes
- Metadata: Yes
- Office File Header: Confidential Use Only
- Alert: User is presented with an explanation

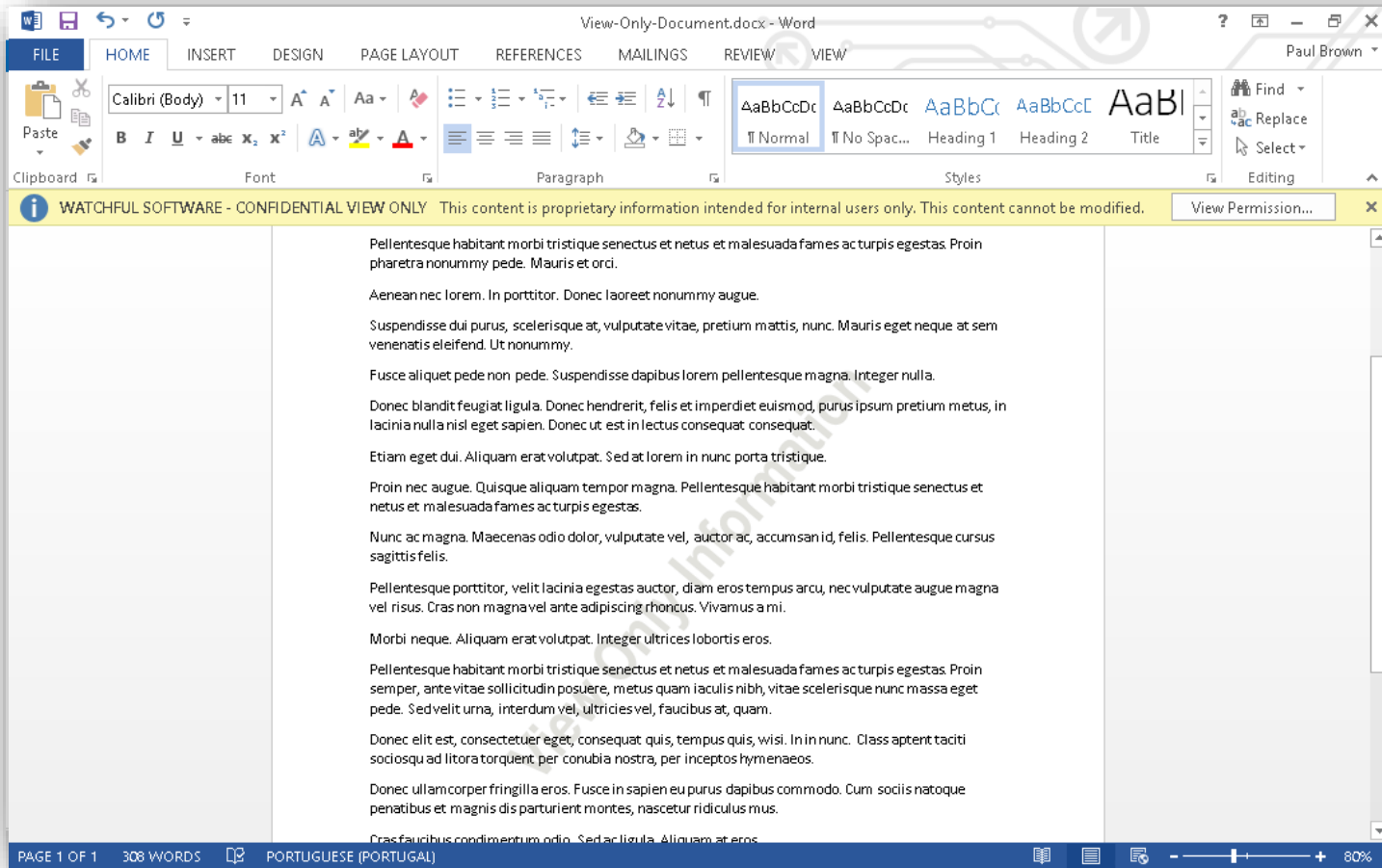


VIEW ONLY

Keywords: "Company Confidential View Only"

- Email Subject Line: [Protection: View Only]
- Email Header: Yes
- Metadata: Yes
- Office File Watermark: "View Only Information"
- Alert: User is presented with an explanation

RightsWATCH for Individuals User Experience



- Simple Standard Interface...
 - for Zero learning curve & best-in-class User Experience;
- Industry Standard Information Security Policy...
 - To bring a world-class security model to anyone;
- Content & Context Aware rules built-in...
 - For dynamic & policy driven classification;
- Azure RMS- ready
 - for controlled access and usage rights over the information;
- Watermarking, Tagging & Marking
 - for user awareness and education.

Pick the best RightsWATCH level for you



Currently Supported



On the Product Roadmap

 RightsWATCH
for Individuals

 RightsWATCH
Azure

 RightsWATCH
Enterprise

Define a Multi-level Security Model

- Multiple Independent Levels of Classification for data access segregation



Role-Based User Profiles

- What users can do is driven by their role



Watermarking & Fingerprinting

- Email & data files labelling & tagging



Easy User Experience

- No impact with very fast learning curve



Content & Context Aware Policy Rules

- Policy is applied with zero "Clicks"



Data Classification on Mobile Devices

- Receive & apply data classification to emails



Centralized Web Admin Interface

- Users & AD groups sync + RMS server sync



Apply Ad Doc Rights (Custom Permissions)

- "FYEO" will allow users to override templates



Apply RMS Templates to email & files

- Corporate policy is transparently uphold



Encrypted PDF & "other" file types

- Foxit Reader & Global Protector



Remote Kill (Blacklisting)

- Revoke access to any email & file "on-the-fly"



Data Protection on Mobile Devices

- PDFs & emails with usage rights enforced



Support for Exchange (OWA) & SharePoint

- OWA & Data protection AT REST in SharePoint



Audit Trail & Forensics

- Event listing + Info. Tracking + dashboards



3 minutes to World-Class Info Security!

Download
RightsWATCH for
Individuals
(1 minute)

(optional) Enroll in
Azure RMS for
Individuals
(2 minutes)

Have your sensitive
data tagged and
protected!
Immediate!!

Identified

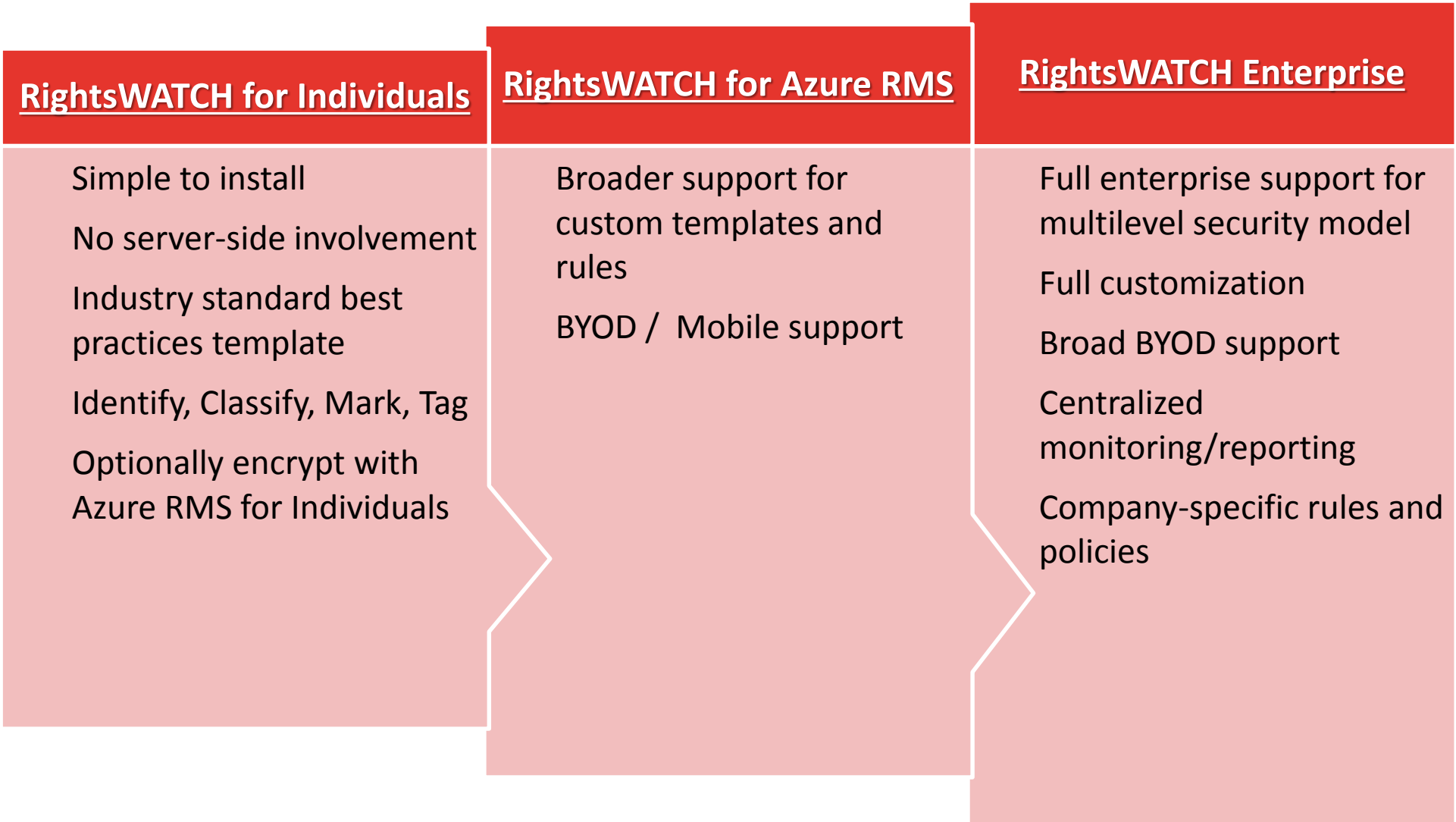
Classified

Marked

Protected



The Road To Information Protection





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