

# ELIMINATE PERSONAL DATA USAGE RISK WITH AUTOMATED PROCESS GOVERNANCE

The data privacy laws are painful for users of personal data, but the root cause is the reality of “Data Usage Risk”: the leakage, loss, and misuse of those now-risky personal data assets. Data is well-protected at rest ... but **completely vulnerable, uncontrolled, and ungoverned** when the data is shared, processed, analyzed, and monetized whether down the hall, across the street, or across the globe. The fact is, **data usage risk** is killing you, and it's time to fix it.

The solution? **SHARE INSIGHTS, NOT DATA!**

Helios Data's new **Secure Data Collaboration Platform** ensures that data is never shared, always governed, and its insights can power all your big data, AI/ML, and other digital and analytical initiatives, with full safety, privacy, and control!

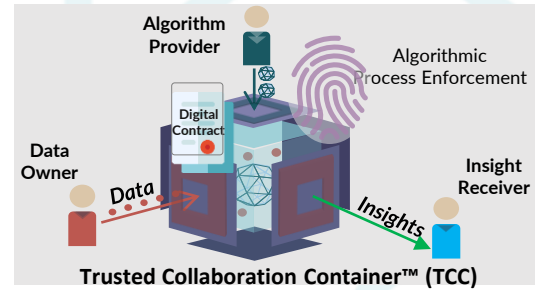


## WHY “SHARE INSIGHTS, NOT DATA”?

Helios Data's **Secure Data Collaboration Platform** process governance technologies enable truly secure digital collaboration between data owners/controllers and their ecosystem partners – both internal AND external - because *only the insights* are shared.

Helios Data integrates multiple novel and powerful “Privacy Enhancing Technologies” (PETs) to create a neutral and secure environment where any analytics and data can combine with no data usage risk. How? Secure enclaves are governed by code-enabled digital contracts and ensured by algorithmic process enforcement. Every data processing is safe from leakage, loss, and misuse at every stage of usage.

The **SHARE INSIGHTS, NOT DATA!** approach is safer, easier, and more efficient than legacy “cleanroom” and “walled garden” approaches! And easier to use, explain, and deploy than complicated and high-math technologies out of the lab.



## FEATURES OF SECURE DATA COLLABORATION

When you **Share Insights, Not Data!** with the **Secure Data Collaboration Platform**, its automated process controls and governance eliminate data leakage and loss from every step of personal data processing and monetization, from data access and on-boarding through distribution of insights.

- Simple-to-use and easy to deploy with any data management platform
- Easy-to-explain technologies
- Real-time enforcement of processing terms
- No rewrites of analytics or algorithms
- On-premises/Cloud/Hybrid/Multi-Cloud
- Comprehensive audit-quality reporting

With the **Secure Data Collaboration Platform**, data can't leak because data is never exposed or vulnerable.

## FOR ALL DATA COLLABORATIONS

Helios Data enterprise customers use the **Secure Data Collaboration Platform** for a wide array of complex analytics, big data, AI/ML, and modeling needs.

One telecom customer, when faced with incoming national data privacy mandate and possible shutdown of its business monetizing the data of its 70 million mobile subscribers, was able to not just maintain but grow its digital marketing contracts by 20x in a year!

Beyond digital marketing, Helios Data customers use the **Secure Data Collaboration Platform** in FinTech/Financial Services, consumer brand and media marketing, healthcare, and many other areas.

Whatever the data management platform, use Helios Data to carry out - with full governance and no data usage risk - all your data analytics and monetization at scale, transparently, and efficiently.

**Share Insights ...**

**... Not Data!**