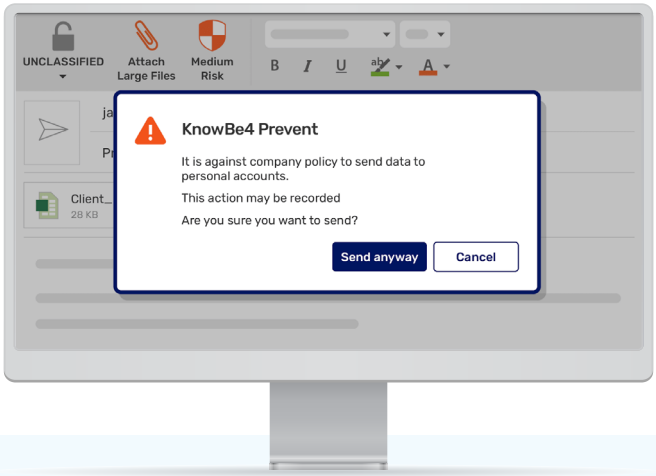
KnowBe4

KnowBe4 Prevent™

Safeguard Against Human Error and Data Exfiltration with Intelligent Email Data Loss Prevention

Organizations lose data every day through human error, negligence and malicious behavior. KnowBe4 Prevent uses advanced AI and a contextual understanding of user behavior to proactively stop outbound email data loss incidents before they happen.

Part of the KnowBe4 Cloud Email Security portfolio, Prevent leverages an adaptive security architecture, automatically improving its Data Loss Prevention (DLP) algorithm based on real-time and continuous risk assessments.



> *"From a governance point of view, KnowBe4 Prevent helps maintain the integrity of client data and demonstrates that we've taken the necessary steps to reduce human error when emailing."*
>
> *Andrew Black, Director of IT at Muckle LLP*

Key Benefits

- Detects and prevents data loss incidents in outbound email
- Uses an adaptive security architecture to continuously learn and improve detection based on risk
- Lowers administrative overhead with intelligent, self-learning outbound detection
- Engages users with an unobtrusive, real-time risk assessment as they compose an email
- Easy to deploy and maintain cloud service
- Provides visibility and quantifies risk based on user behavior

Protect Against Accidental and Intentional Data Loss

Static DLP is unable to prevent breaches caused by unpredictable human behavior. Prevent uses a combination of intelligent technologies, including machine learning, relationship mapping and contextual content analysis to detect anomalies that are indicative of human error or malicious intent.

Contextual prompts only engage employees right when they're about to send a risky email, enabling them to work efficiently and securely, and reinforcing training with real-time teachable moments.

Quantify Risk While Lowering Admin Overhead

The Cloud Email Security Center provides on-demand visibility of each individual user's risk level, including insight into employees who receive frequent prompts, advice types, responses and monitoring of intentional exfiltration. When a user more frequently engages in risky behavior, Prevent will dynamically adapt its detection algorithm to enforce more frequent prompts, require sending approval, and other increased security measures to stop incidents before they happen.

Prevent is cloud-based, supported on all mobile devices and easy to deploy. It integrates seamlessly into Microsoft 365, augmenting both their native security and security offered by secure email gateways (SEGs). In addition, its self-learning detection technologies require minimal configuration and ongoing maintenance from admins.

With Prevent, you're not just securing emails - you're empowering your team to communicate safely and confidently.

Key Features

- **AI-driven technology:** intelligent, self-learning technology deeply understands human behavior to reduce friction and deliver a highly scalable model across the enterprise to detect anomalies that are indicative of human error or malicious intent.
- **Supervised machine learning:** combines relationship mapping, machine learning and DLP policies to identify misaddressed recipients and sensitive content, including attachments.
- **Recipient and domain analysis:** understands historic and developing relationships in order to detect incorrect recipients.
- **Content analysis:** closely examines and analyzes the subject line, message body and attachments to learn what content users typically share with recipients and prevent them emailing the wrong, potentially sensitive, content.
- **Ethical walls:** preserve ethical walls in your organization in order to avoid disclosure of information and conflicts of interest.
- **Content category analysis:** detects any potential mismatch between a wider category of content and an email domain or specific recipient.
- **Data exfiltration support:** scrutinizes recipients and scans for attachments and unusual salutations to flag, block or report on exfiltration attempts.
- **Anti-phishing support:** interrogates display names and analyzes domain hygiene (DMARC, SPF, recently created, impersonation and block listed status) to spot, and prevent user engagement with, potentially harmful emails.
- **Full mobile and OWA Support:** enables users to avoid emailing wrong recipients or attachments both at home and on the move.
- **Real-time teachable moments:** presents a shield and display panel that highlight potential risks as users compose their message, with on-send prompts to provide an additional safety net.
- **Integration with Microsoft AIP:** prompts users when their emails are about to breach existing Microsoft AIP sensitivity labels.
- **Analytics:** offers granular reporting that highlights how users are interacting with Prevent advice across multiple sources of risk, including: misdirected emails, data exfiltration and domain hygiene.

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