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Stop Email Misdelivery and Prevent Data Loss with AI

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Misdirected communication in every day life

Australia’s opposition leader, Peter Dutton. In 2016, when he was immigration minister.

Misdirected Email in Every Industry

Email Misdelivery

Diplomats are supposed to be subtle and clever. Australia's just leaked 1,000 citizens' email addresses

Department of Finance accidentally leaks sensitive and personal information from hundreds of providers in bungled email announcement

Sensitive contract information and personal details from hundreds of Australian service providers have accidentally been leaked by the Department of Finance following a bungled email announcement.

HEALTH

Sensitive personal data of hundreds of visa applicants accidentally leaked in email mishap

Sydney high school accidentally emails out students' confidential health and welfare information

Incorrect Recipient
(Mistaken Inclusion)

Incorrect Recipient
(Typo)

Misattached File
(Individual Recipient)

Misattached File
(Many Recipients)

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Who: US Based Health Insurance Provider

What Happened:

- Daily emails with PHI sent to incorrect recipient
- PHI of 8k+ members exposed over 17 months

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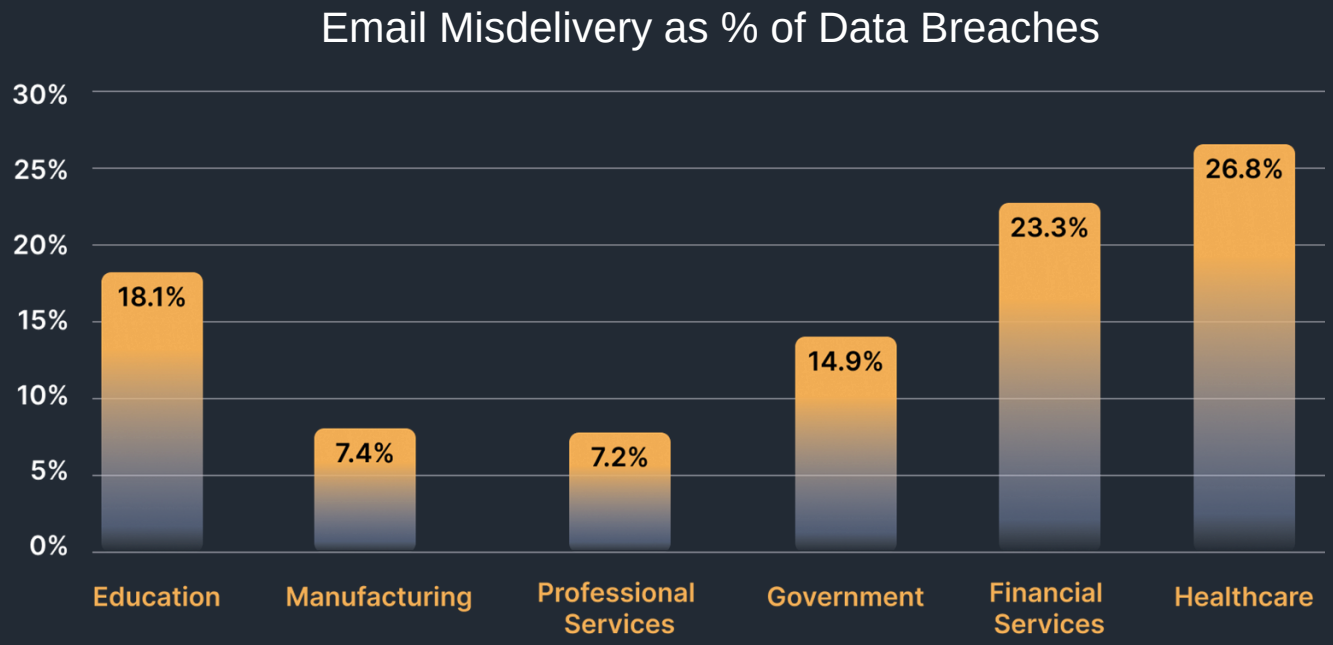
Misattached File (Many Recipients)

Who: Australian Government Department

What Happened:

- Attached a spreadsheet containing tender bidding prices and PII to 236 suppliers
- Leaked 400 service providers confidential information

How big is the risk across industries?



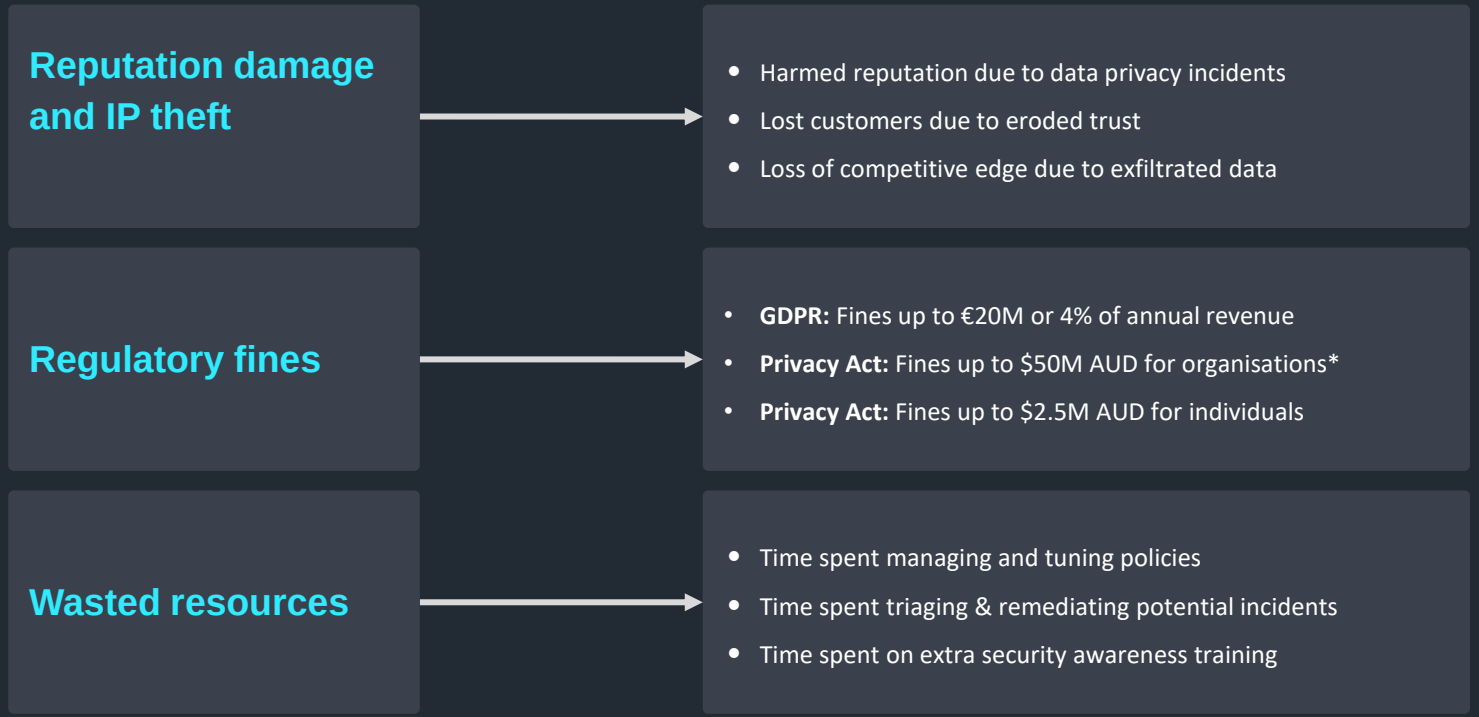
Source: 2022 Verizon DBIR

How big is the risk at your organisation?

33% of employees send at 1-2 misdirected email a year

Users	Misdirected Emails	Misattached Files	Email Exfiltration Preventions
5,000	3,408	178	751
10,000	6,816	356	1,502
20,000	13,632	712	3,004
50,000	34,080	1,780	7,510

Misdirected Emails Cause Material Business Impact



Rule-Based Email DLP Plays an Important Role

Rule-Based DLP Only Catches Pre-defined Risks

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Infinite variations of recipient concurrence

IF RECIPIENT/DOMAIN = A & B, BLOCK

B & C

C & D

C & D & E

C & D OR E & F

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C & D OR E & F

Infinite variations of content, attachments and recipients

IF KEYWORDS = (1, 2, 3) AND RECIPIENT/DOMAIN ≠ A, BLOCK

(4, 5, 6) ≠ B, BLOCK

(7, 8, 9) ≠ C, BLOCK

(10, 11,12) ≠ D, BLOCK


Exceptions

Rule-based Email DLP Systems Are Blind to Many Data Loss Incidents

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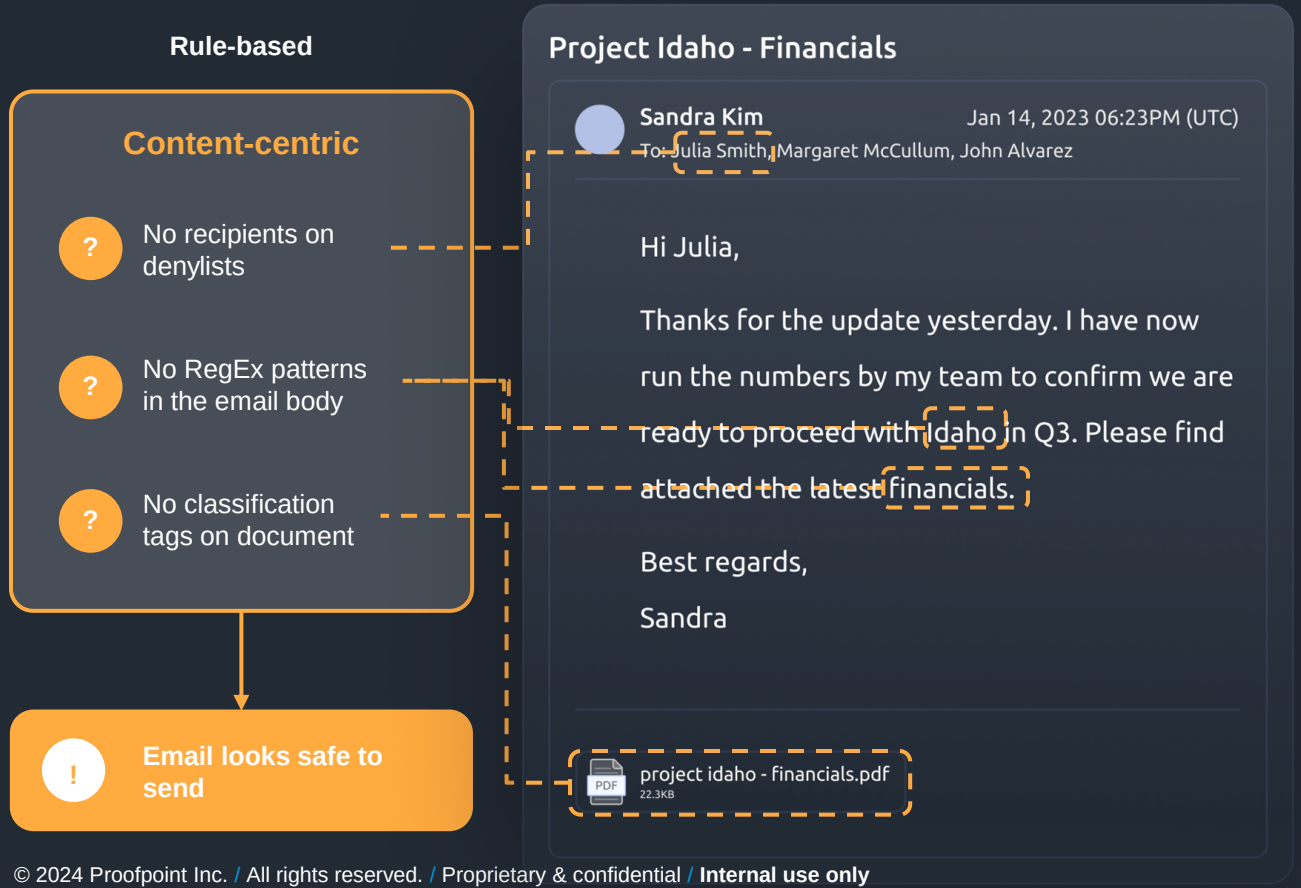
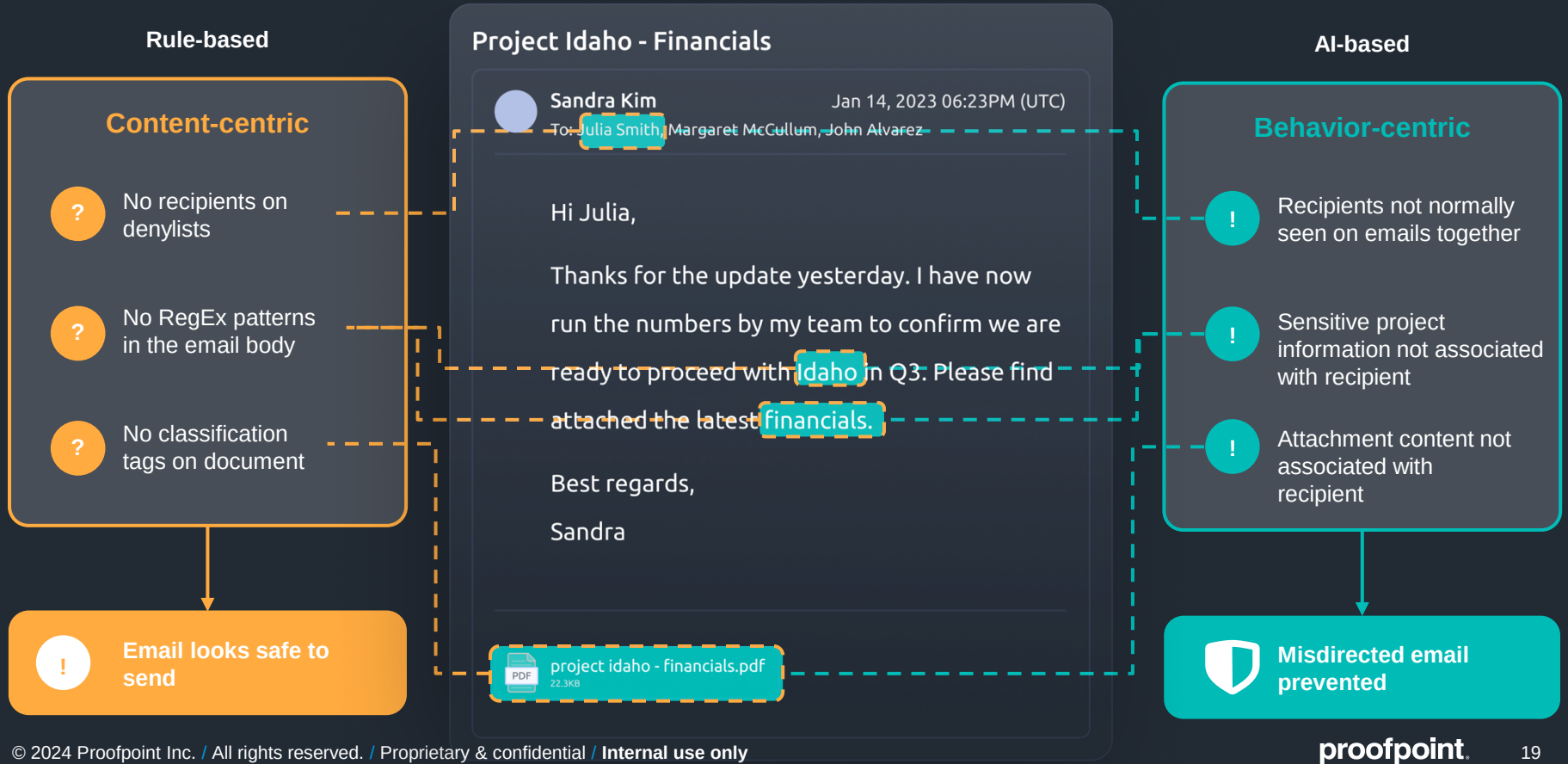


Adaptive Email DLP Automatically Detects What Rule-based DLP Misses



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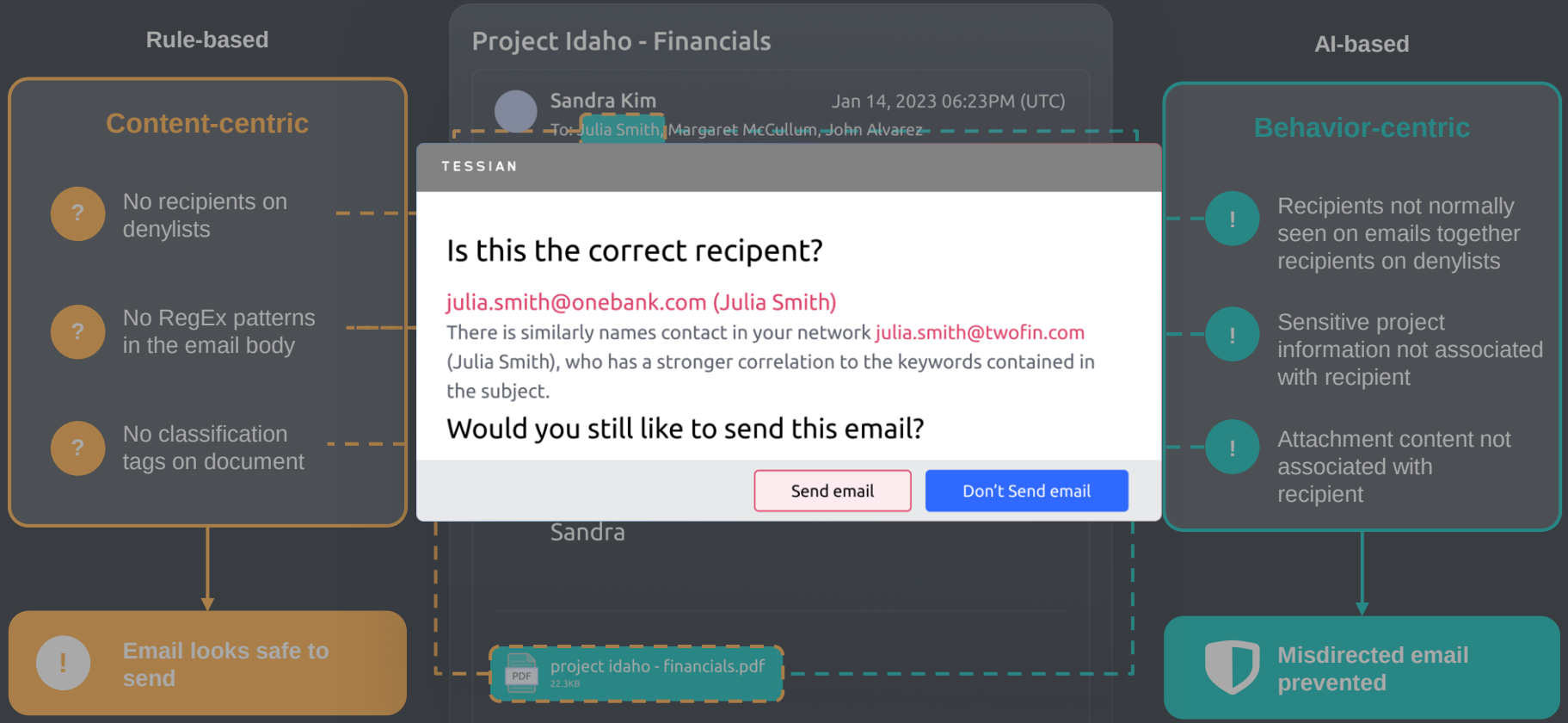


Summary

- Email is one of the riskiest channels for data loss in your organisation
- Double check the email addresses of recipients and verify attachments before sending
- Use the delay sending feature in your email client
- Educate employees
- Utilise the message recall function
- Use adaptive AI driven email data loss prevention tools

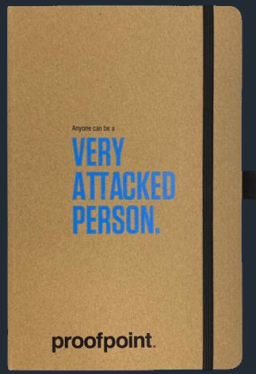
Is Misdirected Email a Concern for you?

Come and talk to us at the Proofpoint stand...we have a number of goodies on offer!!

1. AI-generated Superhero Portraits

2. Newly released reports

3. Proofpoint Merchandise



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