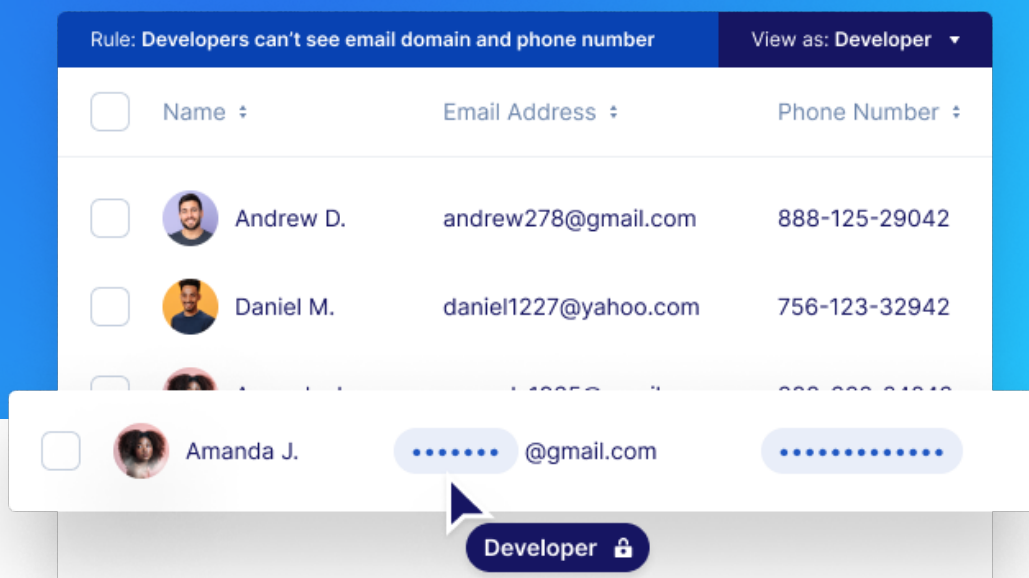


Protecting Sensitive Customer Data in BPO Environments with Nullafi



For Business Process Outsourcing (BPO) providers, managing sensitive customer data and controlling agent behavior are critical concerns, especially when handling data on behalf of global clients across industries like finance, healthcare, and e-commerce. You are trusted to deliver services efficiently while ensuring that each customer's data is kept secure and regulatory requirements are met.

But the scope, scale, and complexity of the problem can be overwhelming. With anywhere from hundreds to hundreds of thousands of agents, high agent turnover, multi-client operations, lack of app ownership, and the need for real-time access to customer systems, you face a complicated challenge: how to give agents the access they need – without exposing sensitive data, increasing the possibility of fraud and liability, and risking non-compliance.

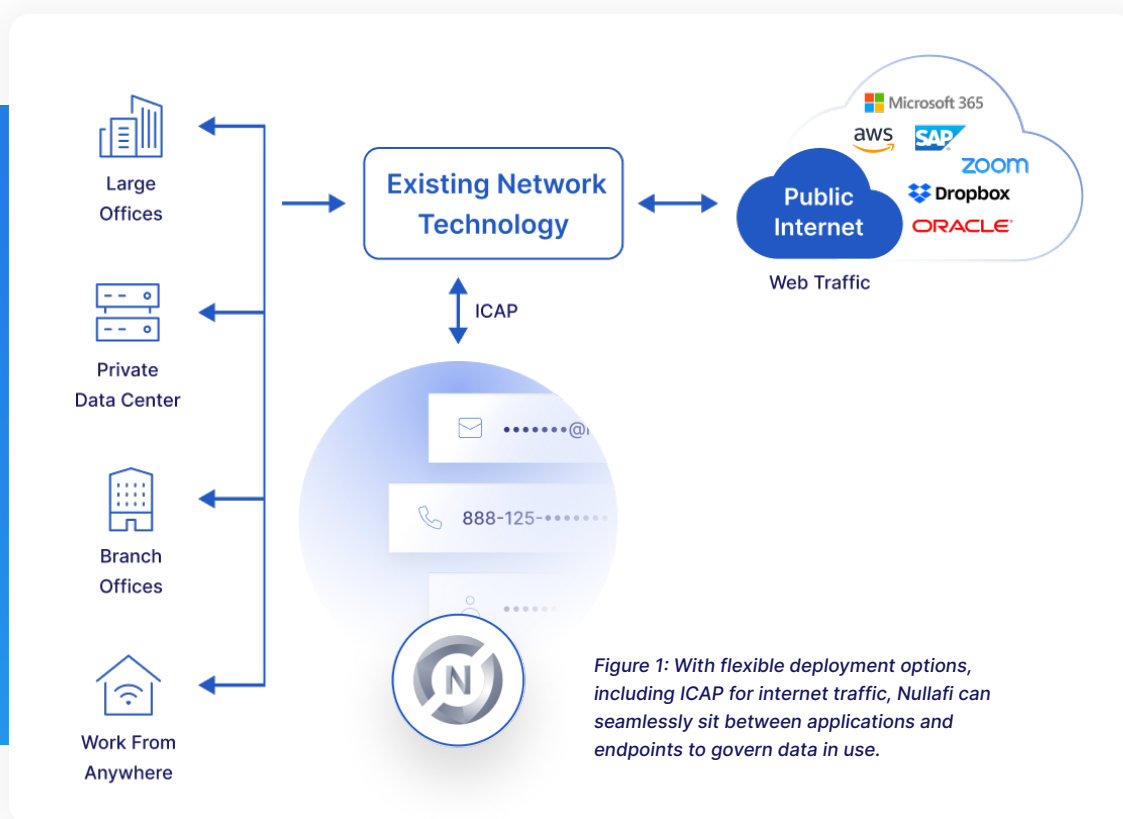
Furthering this complexity is a problem unique to the BPO industry – agents rely on client-owned support applications, where data exposure is often outside of your control. Clients may be reluctant to share full datasets, and even when data access is granted, protections tend to be reactive rather than proactive. There are often mismatches between what your clients are comfortable exposing and what your organization actually needs to see, compounded by technical limitations in how much the support apps themselves can restrict or enforce.

That's why BPO organizations need a solution that's purpose-built for dynamic, high-scale environments, one that works across a complex ecosystem of clients, applications, and users without slowing down productivity. Nullafi offers a fast, frictionless way to gain visibility and control over sensitive data, with a deployment model that fits your business.

Nullafi Shield empowers BPOs to control who sees what data, when, where, and how, and what actions they can take with that data, without needing to rewrite apps or change infrastructure. It's fast to deploy, transparent to users, and purpose-built for environments with frequent workforce changes, high data movement, elevated fraud risk, and intense regulatory demands.

- **Designed for scale** - Handle hundreds to hundreds of thousands of agents across an unlimited number of clients, applications, use cases, data types, and environments
- **Fast to deploy** - No agent software, no app changes
- **Vendor-agnostic** - Works across any web, cloud, or legacy systems
- **Regulatory-ready** - Supports HIPAA, PCI-DSS, GDPR, SOC 2, and more
- **Invisible to agents** - Transparent to your clients

We deliver security without the overhead, compliance without the complications, and protection without performance tradeoffs.



Use Case Examples

Block Risky Agent Actions in Real Time

Prevent unauthorized behavior to mitigate fraudulent activities or accidental actions. Nullafi can dynamically alert on or even block actions agents can take in applications, such as button clicks, downloads, uploads, email sends, or form submissions, based on live data inspection. For example, you can block transmission of messages that contain unauthorized language or allow the viewing of customer satisfaction surveys, but not their deletion. This information can also be used for investigations as well as proactive identification of patterns, anomalies, or trends.

Prevent Accidental Data Exposure via AI Chatbots

Shield sensitive client or customer data from being pulled into AI chatbot responses. Nullafi redacts and suppresses data before it can be processed or displayed, reducing the risk of unintentional leakage.

Control Data Access and Actions

Automatically restrict sensitive data access or actions based on agent context, such as location, device type, user role, or behavior. For example, you can automatically redact PCI data out of unstructured notes fields or call transcripts for agents below a certain seniority, or PII data out of document attachments for agents in a particular geography, all with a single click.

Honor Client-Specific Access Policies

Each client program comes with its own set of risks and concerns, and Nullafi is flexible enough to control for each program independently. Too much data being passed to agents in one program? No problem. Agents able to manipulate data in another program? Easily solved. We support granular, per-client data controls; for instance, redact account numbers unless an agent meets specific criteria set by the client (e.g., operating from a designated facility or holding advanced clearance).

Maintain Clear Audit Trails for Compliance and Trust

Generate detailed logs showing exactly what data was accessed by which agent, when, and under what conditions, giving clients the auditability they require to meet regulatory requirements and helping you meet contractual obligations, maintain trust, and strengthen your business.

The bottom line is that you can use Nullafi for any number of use cases to deliver trusted services, helping reduce insider risk and improve fraud detection.

Key Capabilities of Nullafi for BPOs

- **Real-Time Sensitive Data Redaction & Masking:** Automatically hide or redact sensitive data (e.g., SSNs, account numbers, health records) based on policy, without affecting application functionality. With Nullafi, you can also deliver tailored data views: full access for supervisors, redacted views for agents, masked data for training environments, etc.
- **Granular Data Access Control:** Apply policies based on user identity, device type, session type, geography, time of day, and more.
- **Real-Time Action Blocking:** Dynamically prevent risky or unauthorized agent behavior by inspecting data in real time and blocking specific actions like button clicks or form submissions before they happen. For example, if an agent attempts to remove flags from accounts, delete reviews, or delete user satisfaction surveys, Nullafi can instantly block the action, preventing client data loss without disrupting legitimate workflows.
- **Zero Trust Enforcement:** Prevent access unless explicit policy conditions are met, minimizing insider risk.
- **No-Code Deployment:** Drop-in via ICAP server or take advantage of multiple other flexible deployment methods - no app changes needed. Our AI-driven deployment engine streamlines the process, providing step-by-step guidance.

- **Multi-Client Policy Management:** Define per-client policies for agent access; easily segregate data visibility and allowable actions per client program.
- **Audit-Ready Logging & Reporting:** Detailed records of every data element accessed, masked, or blocked, mapped to specific users and apps – down to the second.

Key Benefits

With Nullafi, BPOs can modernize their data protection approach while maintaining operational agility. By implementing precise, real-time controls at the data layer, rather than relying on reactive security, BPOs gain actionable benefits across the entire service delivery lifecycle. From enhancing trust and compliance to improving efficiency and scalability, Nullafi helps you deliver secure, differentiated service to every client:

- Reduce Risk of Data Breaches and Insider Threats
- Lower Compliance Overhead Across Jurisdictions
- Improve Client Confidence and Win New Deals
- Protect Sensitive Data Without Disrupting Workflows
- Streamline Agent Onboarding and Policy Enforcement

Get Started Today

Nullafi helps you protect your clients' most valuable data, ensures that what agents can do and see is aligned with your customers' goals, as well as your own, and insulates your organization from risk and liability — without slowing down operations. Ready to see how it works in your BPO environment?

[Schedule a personalized demo](#) or contact us at sales@nullafi.com.

About Nullafi

Nullafi is the first dynamic data protection platform purpose-built to see and control data in motion anywhere it flows, in real time. We can sit between every user, application, and data source to give you instant visibility and granular control over who sees what, where, and when — without agents, friction, or delay. We serve primarily enterprise and mid-market companies, technology resellers, and application developers in North America. With rave reviews from analysts, multiple patents granted, and key partnerships established, Nullafi is well-positioned to transform data security as we know it.

Learn more at www.nullafi.com.