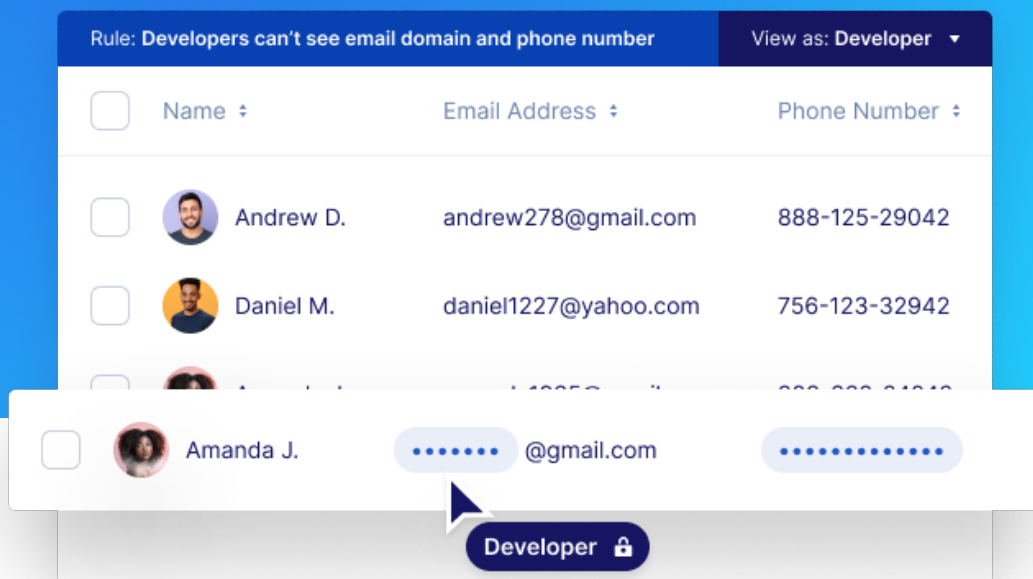# See and Control Who Can Access Sensitive Data, Anywhere, in Real Time

Close the data protection gap with instant, agentless visibility and control over every data transaction — across every user, app, and channel

We know modern data protection is complicated and there are many facets to it – security teams encrypt data, implement IAM & MFA, and ensure network security. But at the end of the day, it's still difficult to answer: "Who can see what data, where, and when?" We get it! Every click in is a fresh data transaction, and without line-of-sight into those flows, organizations are:

- **Flying blind** about what sensitive data elements are being viewed, copied, or exfiltrated.
- **Over-exposed** to insider abuse, AI tool leakage, and ever-tighter privacy regs.
- **Stuck with patchwork tools** that protect containers (servers, files, and networks), but ignore the data and content within those containers.

Sure, you've locked down endpoints, networks, and app access, but you still have zero visibility and control over the sensitive data flying between users and apps, every second of every day. For example:

- **Microsoft Teams & Slack** - Employees sharing sensitive info they shouldn't.
- **Web Apps** - Corporate systems turning into a data free-for-all.
- **AI Tools like ChatGPT** - Sensitive data getting vacuumed up into the void and gone forever, until it's not....

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The result? Unfettered, over-privileged access to PII, financials, and regulated data, fueling a potential explosion in breaches, leaks, and compliance failures leading to fines, lawsuits, and brand damage. That could be your future – unless you fix it.
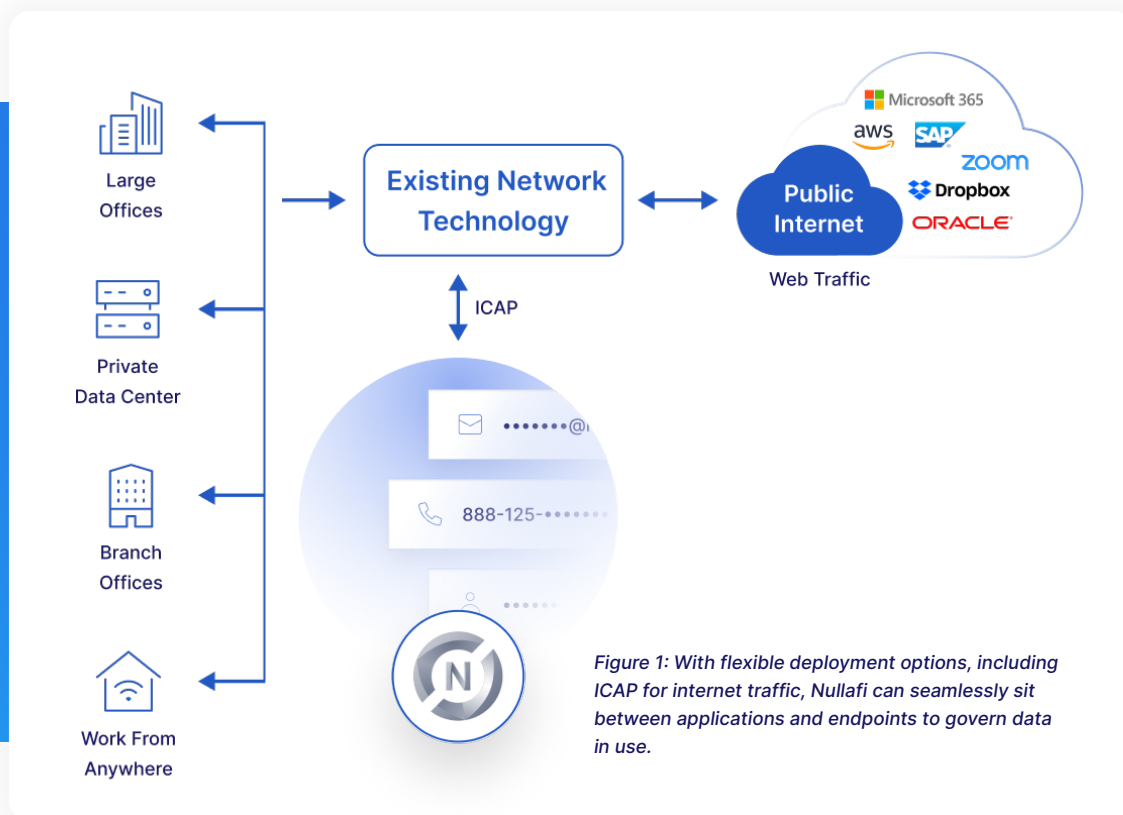
Nullafi was designed to solve all of that. Our patented dynamic data protection platform can sit between every user, app, and data source to inspect and govern data and content in flight, no matter the channel, file format, or whether it's structured or unstructured.

- **One Solution, Multiple Protections** - Stop stacking tools. We block potential sensitive data exposure at the source, fast and seamless.
- **Deploy in Minutes** - No agents. No extra overhead. Just protection that works.
- **Zero Trust, Smart Guardrails** - Visibility, access control, and security without killing productivity.

Nullafi gives you instant visibility into where your data is coming from, who it's going to, and what type of data it is. Then, we automatically redact sensitive data in motion before it reaches unauthorized eyes — much like a firewall for your data. It doesn't matter:

- Where the data originates
- What field it's in
- How it's labeled

Nullafi sees it, classifies it, and redacts it as needed.

Figure 1: With flexible deployment options, including ICAP for internet traffic, Nullafi can seamlessly sit between applications and endpoints to govern data in use.

Unlike bloated, outdated security tools, Nullafi detects and classifies any data in motion from any app, going to any user, at any time. No integrations. No endpoint deployments. No excuses.

The Bottom Line

- Total visibility into your data.
- Redaction of sensitive data in motion.
- No more leaks. No more over-privileged access. No more risk.

We're proud that Nullafi is the first true dynamic data protection platform, giving you instant visibility and control over your entire data ecosystem. And that's why, with rave analyst reviews, 16 patents, and key partnerships in place, we're transforming data protection as we know it.
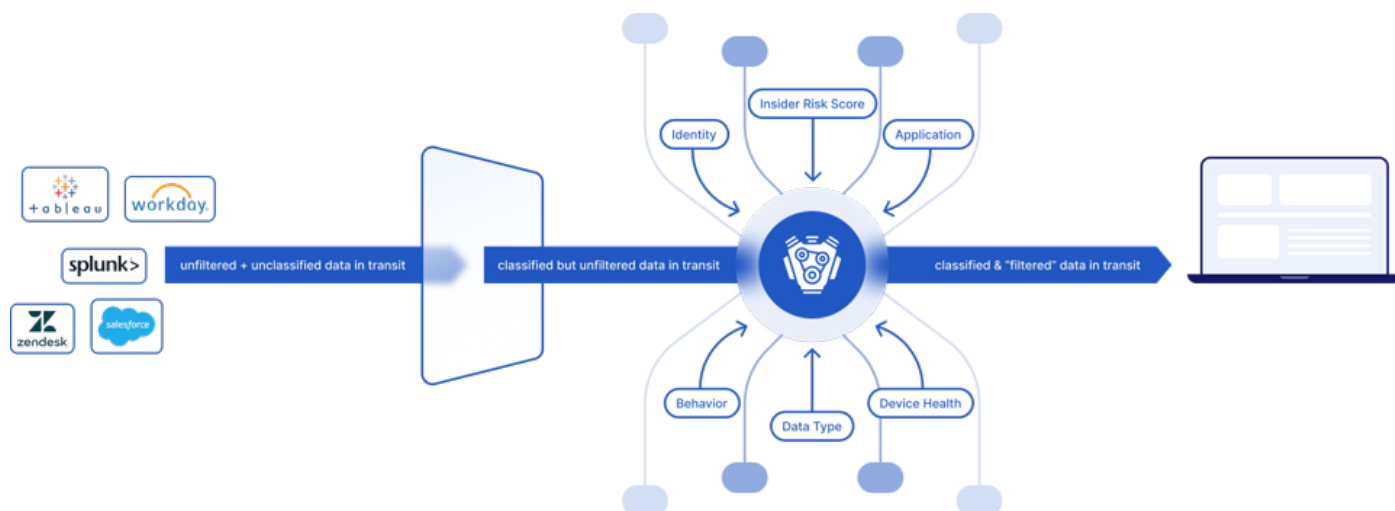

Figure 2: How Nullafi Protects Data - A patented combination of response and request modification allows you to inspect, detect, and redact or mask sensitive data flowing between applications and users.

Key Benefits

- **Total Data Visibility:** Gain instant, real-time insight into every piece of data traversing your environment – across any application, any format, any destination. Nullafi classifies and governs structured and unstructured data in flight, with full user and timestamp attribution.
- **Granular Access Control:** Dynamically redact, mask, or block sensitive data before it reaches the wrong destination. Policies are automatically enforced based on user identity, data type, and nearly unlimited other variables, ensuring that users only see what they're authorized to access.
- **Zero Trust Enforcement:** Enforce least-privilege access at the data level. Whether the risk comes from insiders, third parties, or SaaS tools, Nullafi ensures that only the right users see the right data and nothing else.
- **Seamless, Agentless Deployment:** Nullafi requires no endpoint software, no code changes, and no application integrations. Deployment takes under 15 minutes via a single network configuration change or other easy deployment methods, enabling automated, policy-driven protection with zero disruption to users or operations.

- **Comprehensive Risk Protection:** Prevent data leakage, unauthorized downloads, shadow IT activity, insider abuse, and third-party risk, all in real time. Nullafi gives you proactive control over how and where your data flows.
- **Instant, Dynamic Policy Enforcement:** Define and apply access control policies using natural-language rules, no code required. Policies are enforced instantly, adapting to changing roles, devices, or network conditions in real time.
- **Patented Unified Intelligence Engine:** Backed by 16 issued patents, Nullafi's intelligence engine continuously analyzes, correlates, and governs every transaction to deliver precision enforcement and audit-ready visibility.
- **Truly Application-Agnostic:** Nullafi works with any data source and any application – from Salesforce, Workday, Slack, Teams, and HubSpot to Snowflake, Databricks, BigQuery, and ChatGPT – without requiring invasive hooks or endpoint agents.

Select Company Highlights

- Incredibly strong IP portfolio consisting of 16 patents granted with more pending, covering our innovative technology.
- Extensible GTM approach leveraging our patents at the core of the business, within the engine of our current product, and for new future use cases/applications.
- The productization of our technology, which gives companies unprecedented visibility into and control over their data so they can instantly detect, classify and even redact sensitive data in flight. No other company can do this.
- Partnerships with other cybersecurity application companies to integrate with Nullafi, extending our value proposition to their customers.
- World-class leadership and board of advisors who drive every area of the business.

Huge validation from the marketplace, with support and testimonials from cyber advisors such as Simon Moffatt and Chase Cunningham:

> *"No vendor had an intelligent, Zero Trust approach to the problem of data security until I saw Nullafi. Cybersecurity is ultimately about data protection. Data is what hackers steal; it's what brings down companies. Nullafi offers the approach to the problem, removing the risk from data compromises across the kill chain."*
>
> **— Chase Cunningham, Former Research Analyst, Forrester and Creator of the Zero Trust eXtended Wave**

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The Nullafi Impact

Stop talking about data security, and start doing it.

Nullafi delivers: fast, simple, powerful. Ready to replace patchwork tools with a single solution to ensure users only see the data they need to see in any app they use? If you'd like to get started, please schedule a demo on our website; we'd love to hear from you!

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 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.