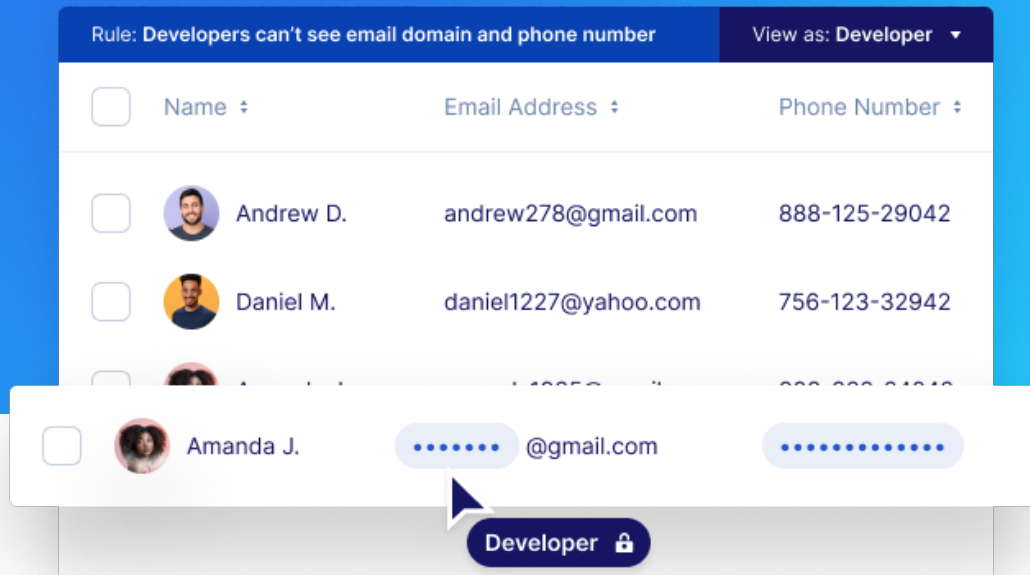# Dynamic Data Protection for a Real-Time World

Get Total Visibility Into and Control Over Your Sensitive Data

AI tools, privacy needs, third-party risk, and compliance demands all have one thing in common: your sensitive data in motion — and it's vulnerable. Nullafi puts a stop to the risk. We sit in the data path, watch what's flowing, and block or redact sensitive individual data elements in real time. No integrations. No agents. No app changes. Just total control over who can see what data, where.

We're the first dynamic data protection platform purpose-built to give you real-time visibility and control over data in motion. Nullafi inspects, classifies, and enforces policy on data in transit before it ever reaches unauthorized users, devices, or apps. Use us to mitigate risks associated with:

- Data Sharing in SaaS Apps and Collaboration Platforms
- AI Tools and Prompts
- Unmonitored App Access (Shadow IT)
- Insider Threats and Overprivileged Users
- Data Exfiltration and Compliance Risk

Read on for some of the many use cases where Nullafi helps to protect your crown jewels.

www.nullafi.com

Use Case: AI Tools

Your teams are already using AI to boost productivity — chatbots, copilots, and text generators are now part of the daily workflow. That means sensitive data is flying through prompts, chats, and responses. But employees don't always think before they share. That means that customer records, financial data, or internal intel can end up in a prompt or be pulled into a generative reply. Once data is pulled into an AI tool, it's out of your hands.

Get control back with Nullafi. We monitor all traffic to and from AI tools, no matter the platform, detecting and redacting sensitive data before it ever gets submitted or stored. Whether it's ChatGPT, Microsoft Copilot, or your internal AI assistant, we keep the data private.

- Prevent sensitive data from being sent to AI tools in real time
- Protect against prompt leaks and model overreach
- Enable secure AI adoption without adding risk
- No integrations or workflow changes required

Use Case: Data Privacy

Privacy isn't optional anymore. Between GDPR, HIPAA, and customer expectations, your organization is expected to treat personal data like gold. The problem is, data is moving constantly between apps, users, and systems. Managing who can see what, and making sure nothing slips through the cracks, is getting harder every day. A single slip, like credit card numbers ending up in a downloaded report or patient records being found in chats, can result in major violations, fines, and brand damage.

Nullafi gives you automated, surgical control over data in motion. We stop sensitive fields (like names, SSNs, emails, or addresses) before they reach unauthorized users or systems. It's privacy enforcement that works without slowing anything down.

- Enforce least-privilege access in real time
- Automatically redact sensitive data based on content and context
- Apply consistent privacy controls across all traffic
- Reduce reliance on app-level policies or manual processes

Use Case: Third-Party Risk Management

You rely on vendors, contractors, and partners to get things done. But every external connection is a risk. That's because third parties often have more access than they need. Once data is in their hands, you're trusting they'll handle it the right way, and that's a gamble. One over-permissioned vendor or sloppy contractor can expose your sensitive data. That means potential breaches, contract violations, and audit failures.

Nullafi enforces exactly who can access what — down to the data-level — before any data ever hits an endpoint. You control what vendors see, edit, or export, even when they're using your internal systems.
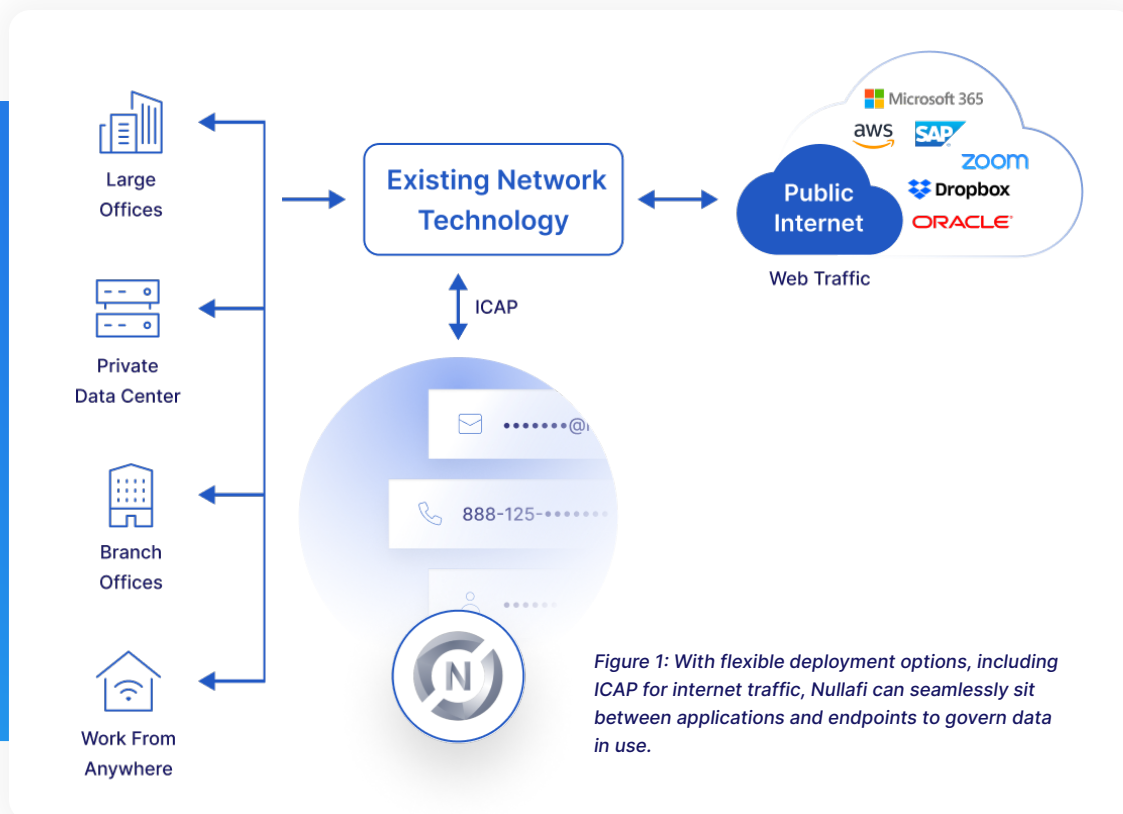
- Stop data oversharing with granular controls
- Enforce least-privilege access for external users
- Block or redact sensitive data in real time based on role, device, or location
- Eliminate blind spots in third-party data exposure

Use Case: Data Governance & Compliance

You've got compliance mandates on one side and teams that need to move fast on the other. Trying to keep both happy is a constant balancing act. Unfortunately, most governance tools are slow, siloed, and rely on manual approvals or user discipline. Data moves too fast for that, and without real-time controls, sensitive data slips through. You lose visibility, struggle with audit readiness, and risk falling out of compliance.

Nullafi makes governance real time and automatic. Set plain-language rules that follow your data across every app and user. We log every action, enforce every policy, and give you the visibility you need, without slowing anything down.

- Automate compliance enforcement with zero overhead
- Lock down select sensitive data-in-transit
- Gain full audit trails mapped to users, IPs, and timestamps

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

Next Steps

Your data is always moving. Nullafi makes sure it stays protected. One solution, many use cases — all in real time. Ready to see it in action? Request a demo or contact us at support@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 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.