zix

A Case for Email Encryption

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Email is an excellent communication tool. With a simple ‘click,’ your employees email all kinds of messages and attachments to business partners and customers. Some are quick and insignificant. Others include sensitive corporate data, from personnel information, to financial or medical records, to customer lists or intellectual property. No matter the importance of the content, exchanging email remains the same – simple – and it’s the simplicity that enabled employees and many companies to overlook the risks of unsecure email.

However in recent years, high-profile breaches including the Snowden revelations and the Sony Hack and government security blunders involving emails exchanged by former Secretary of State Hillary Clinton and former Florida Governor Jeb Bush have brought the insecurity of email into focus for both businesses and the general public. And while the public’s attention may waver as news’ headlines come and go, companies can no longer excuse a lack of security by telling customers and business partners that they didn’t know the risks of email if a breach occurs.

By using email encryption to secure sensitive information in email, companies will not only protect trust with customers and business partners, they will also protect their business against the costs of revenue loss, reputational damages and liability associated with a breach, an estimated price tag of $4 million per data breach, or $158 per compromised record, according to a 2016 Ponemon Institute study.[1]

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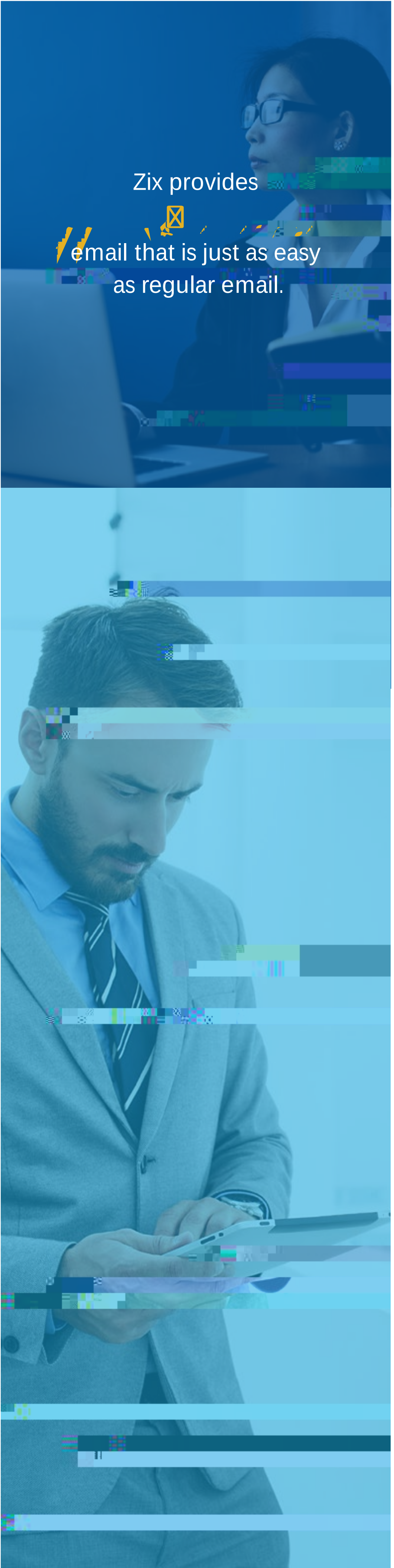
Securing sensitive emails isn’t just a best practice – it’s often the law. Compliance with regulations is a priority for healthcare, financial services and government organizations; it may also need to be a priority for companies that work with these organizations or practice business in specific states.



Zix provides [illegible] email that is just as easy as regular email.

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Under Mass 201 CMS 17[6], Massachusetts requires companies to encrypt all personal information of state residents transmitted electronically or wirelessly. This includes Social Security and employer identification numbers, drivers' license or identity card data, account, credit and debit card numbers with any password or security and access codes. The law applies to companies within Massachusetts, as well as companies in other states that manage personal information of Massachusetts residents.

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NRS 603A[7] mandates that all businesses, no matter their size or industry, must secure confidential customer information if it is sent electronically. Statute 603A.215 states that transmission of personal data, including via Web sites and email, must be encrypted.

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HB 2574[8] protects personal information that is managed by any person or organization that conducts business in the state. If personal information – including name combined with Social Security number, driver's license number, financial account information – is transmitted or stored on the Internet, the law requires it to be secured and deems encryption as the accepted practice.

In addition to these laws, forty-seven states, the District of Columbia, Guam, Puerto Rico and the Virgin Islands have enacted legislation requiring private or government entities to notify individuals of security breaches of information involving personally identifiable information.[9]

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Recognizing the evolving needs of your company, employees, customers and business partners, Zix Email Encryption provides innovative secure email that is just as easy to use as regular email. Raising industry standards, our top differentiators include:

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Email encryption shouldn't disrupt employee workflow. It should work without your employees even knowing it, allowing them to focus on their responsibilities and attend to customer needs. With automatic scanning and the use of proven and up-to-date policy filters, emails with sensitive content are encrypted without user action. Removing the hassle and taking the decision out of your employees' hands eliminates human error and better protects your email.

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If your employees don't have to take any extra steps to encrypt email, why shouldn't your customers and business partners be able skip the hassle too? Zix Email Encryption offers the industry's only automatic decryption of secured emails if recipients use the same platform. Of 1,100,000 Zix-encrypted messages sent every business day, 70 percent are accessed without any extra steps or passwords.

For others who don't use the same platform, recipients can receive the message in less than two simple steps, removing hassle and confusion.

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Convenient mobile delivery of encrypted messages is a critical component to keeping business moving and making your customers and business partners secure and happy. For senders and recipients using Zix Email Encryption, secure email on mobile devices is once again just as easy as regular email, because it is encrypted and decrypted automatically.

For other recipients, optimized screen layouts combined with easy registration and login experiences ensure mobile access is as seamless as the desktop experience.

With the right solution, email encryption can be an easy way to secure sensitive corporate data, avoid breach costs and meet regulatory obligations. Email encryption also protects relationships and preserves loyalty with customers and business partners. After all, it takes years to build trust, yet only seconds to lose it with a data breach.

Email encryption protects [illegible] with customers and business partners.

[1] "The Cost of a Data Breach" by Ponemon Institute, 2015. http://www.ponemon.org/blog/cost-of-data-breach-grows-as-does-frequency-ofattacks [2] "Privacy Act Issues Under Gramm-Leach-Bliley." http://www.fdic.gov/consumers/consumer/alerts/glba.html [3] "FFIEC IT Examination Handbook Infobase." http://ithandbook.ffiec.gov/ [4] Encryption under the "FFIEC IT Examination Handbook Infobase." http://ithandbook.ffiec. gov/it-booklets/information-security/security-controls-implementation/encryption.aspx [5] The Health Insurance Portability and Accounta9 (ortab23FFIEelerts/)17 (glbtrP)3merAA)/www.ponemon.orx
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