

# NUIX NEO DATA PRIVACY FOR DATA BREACH READINESS

For corporates, the true cost of a data breach is more than money, its reputation and trust. Nuix Neo Data Privacy helps you locate, classify and protect sensitive information, helping your organization stay trusted and resilient in the face of increasing cyber risks.

## SAFEGUARDING REVENUE AND REPUTATION

Every corporate organization will be impacted by a data breach. Increasing frequency and sophistication of cyberattacks means that breach readiness isn't just a security requirement, it's a strategic business imperative.

**The average cost of a data breach has surged to US \$4.88 million<sup>1</sup>**, but the unquantifiable cost is even greater – broken customer trust, lost revenue and regulatory fines.

Global data protection and privacy laws, like GDPR, govern the handling of sensitive customer information. Failure to comply risks legal penalties and alienates customers. **Over 80 per cent of people will stop doing business with a company following a data breach** that compromises their personal information.<sup>2</sup>

Investing in data protection safeguards shareholder value and ensures long-term profitability. **Companies that invest in data protection reduce breach costs by up to US \$2.22 million.<sup>3</sup>** In today's environment, where cloud systems, hybrid workforces, and third-party partners increase the attack surface, true data breach readiness means safeguarding sales, customer trust and share prices.

## OUR SOLUTION

With Nuix Neo Data Privacy, organizations can fully understand their data landscape and proactively reduce their risk profile. Stay compliant with stringent regulations like, GDPR, CCPA (California), LGPD (Brazil), PDPA (Singapore), the Australian Privacy Act 1988, and PIPEDA (Canada), avoid costly fines, and reduce the fallout from potential data breaches.

1 Source: <https://www.morganlewis.com/blogs/sourcingatmorganlewis/2025/05/study-finds-average-cost-of-data-breaches-significantly-increased-globally-in-2024#:~:text=Rising%20Costs%3A%20Reaching%20an%20all,average%20cost%20was%20%244.45%20million.>

2 Source: <https://iapp.org/resources/article/privacy-and-consumer-trust-summary/>

3 Source: IBM's 2024 Cost of a Data Breach report: <https://www.ibm.com/reports/data-breach>

With Nuix Neo Data Privacy, you can:



### IDENTIFY

Pinpoint PII and sensitive data across email servers, cloud storage, and legacy systems, focusing on areas with the highest risk.



### ANALYZE

Leverage automated reports to enhance governance, compliance, and risk management practices.



### MINIMIZE

Remove redundant, outdated, and unnecessary data, ensuring only critical information is retained for audits or legal purposes.



### ACT

Implement robust protocols to secure sensitive data and reduce the threat of breaches or unauthorized access.

## THE OUTCOME

**Reduce your risk profile, protect revenue, reputation and share price with Nuix Neo Data Privacy.**

Harness cutting-edge automation, Cognitive AI, and precision data discovery and classification to reduce your risk profile, maintain regulatory compliance, avoid fines, and fortify customer trust in record time.

KEY FEATURES OF NUIX

Responsible AI:

Nuix Neo Data Privacy uses advanced AI to analyze over 1,000 file types quickly and accurately. It automates reading and prioritizing unstructured data for faster insights.

Out-of-the-Box and Custom AI Models:

Nuix Neo Data Privacy includes 500 prebuilt AI models to accelerate your data breach readiness processes – plus no-code tools to easily create models tailored to your specific needs.

Data Discovery & Classification:

Easily search and classify data across systems to identify, label, and protect sensitive information.

Automated Risk Insights:

Generate automated reports that reveal areas of high sensitivity such as intellectual property exposure, so you can proactively eliminate vulnerabilities, meet compliance requirements, and protect your organization’s critical assets.

Automatically Identify PII		
Case Summary Report		
Summary	Value	
Generated By	cstiller01	
Generated On	2023-07-24 09:35	
Case Name	PodestaMBOX	
Production Set	Production00001	
Entity Count		
Entity	Item Count	Audited Size
bank-account-number		0 0 bytes
credit-card-number		14 550.254 kB
credit-card-information		0 0 bytes
cvv		4 104.403 kB
date-of-birth		70 25.631 MB
drivers-license		0 0 bytes
mothers-maiden-name		15 5.443 MB
password		2870 390.989 MB
pin-number		3 7.687 kB
ssn		10 7.027 MB
swift-code-bic		10 1.778 MB
tax-id-number		114 6.395 MB
username		96 11.058 MB

WHEN DATA IS LOST

In 2024, a **leading cloud storage company** was impacted by a data breach that exposed sensitive customer databases. The breach had a cascading effect through their customer network, impacting approximately 165 other organizations. The cloud storage company’s **share price fell by five per cent in hours**, and the company faced multiple lawsuits.

One of the most significant consequences of the breach was its impact on one of its customers, a large ticketing provider, where **PII data belonging to 500 million customers was published on the dark web**.

In 2023, a **major hospitality and entertainment organization** suffered a data breach that shut down several casino and hotel computer systems. Customers couldn’t use their credit cards, withdraw cash or access their hotel rooms. The breach resulted in **the loss of up to US \$100 million**, across business disruption, system recovery and reputational damage.

WHO NEEDS THIS SOLUTION?

Assess the value of Nuix Neo Data Privacy for your organization with these key questions:

- > Is your data ecosystem ready for data privacy laws like GDPR compliance?

> Can your organization respond quickly and effectively to a data breach?

> Do you know where your sensitive customer, employee and stakeholder data is stored?
- > Are you confident in detecting and securing proprietary and personal information?

> Are you equipped to assess data exposure and mitigate risks quickly in the event of a breach?

Speak to us today to find out more [nuix.com/contact-us](https://nuix.com/contact-us)

Nuix Limited (ASX: *NXL*) is a leading provider of AI-powered investigative analytics and intelligent software, empowering organizations to protect, govern, and unlock the value of their data. With a global footprint and over 20 years of experience, Nuix delivers advanced data analysis solutions for industries demanding precision and insight, including eDiscovery, legal processing and review, regulatory compliance, data governance, cybersecurity, and forensic investigations. Harnessing the power of advanced processing, artificial intelligence and machine learning, Nuix helps customers to process, normalize, index, enrich and analyze complex data with speed, scale and forensic accuracy.

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