It's no surprise that you have concerns about the privacy and security of sensitive data in the cloud. In 2019, there was more data stolen than ever before, with a total of 7.9 billion records compromised. Without the right privacy controls, data security policies, and technology in place, your data is at risk of being breached.

Attacks on the media and entertainment industry have doubled over the last few years. More than 75% of media and entertainment firms experienced three or more cyberattacks over a 12-month period.

75% of identified threat activity facing the industry is related to sensitive content.

Media companies often rely on outside vendors. Even if media companies themselves are confident in their security processes, it's hard to track how secure third parties are.

Balancing Data Privacy with Secure Access.

Media and entertainment organizations must consider consumers' data privacy rights while also ensuring that proprietary data—such as scripts, location data, and sources—remains confidential.

To comply with data privacy regulations, consumers need access to their personal data on demand. At the same time, authorized employees need access to sensitive data to collaborate with other teams and partners throughout the production process.

Four Ways to Manage Your Data in the Cloud

This level of security, privacy, and accessibility requires the implementation of new digital workflows and cloud-based infrastructures.

With Virtru, organizations can share sensitive data—including customer and employee PII—throughout digital workflows while maintaining compliance.

Contact us to learn how Virtru can help secure your sensitive data in the cloud. virtru.com/contact-us

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With Virtru, we empower organizations to unlock the power of data while maintaining control, everywhere it's stored and shared. Our portfolio of solutions and tools—built on our open data protection platform—govern data throughout its lifecycle. More than 20,000 organizations trust Virtru for data security and privacy protection.

For more information, visit virtru.com or follow us on Twitter at @virtruprivacy.

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We're helping organizations like Netflix and The Associated Press protect proprietary and sensitive data when sharing with consumers and partners around the world.