PROTECTO

Privacy and Data Protection for Modern AI World

Traditional data protection approaches are ineffective in AI

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Traditional Applications

- Static Data Handling. Application, Data, and Compute are separate
- Fixed, predefined functions
- Rule-based, controlled UX
- Mostly structured data

Standard security controls - Role-based access, Encryption, etc

Vs.

Gen AI Applications

- Data, Application logic, and compute are bundled. Continuously learns/evolves
- Adaptive, Dynamic
- Conversational, unpredictable user interactions
- Unstructured/structured,- variety of data, multi-modal

Security/controls need to be defined

Regulations elevates complexity in enterprise data protection

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Privacy regulations

are tightening – GDPR, CCPA, LGPD, POPI, HIPAA

Statute/Bill in Legislative Process:

- Introduced
- In Committee
- Cross Chamber
- Cross Committee
- Passed
- Signed

AI Regulations

Stronger AI regulations expected across the globe

PROTECTO

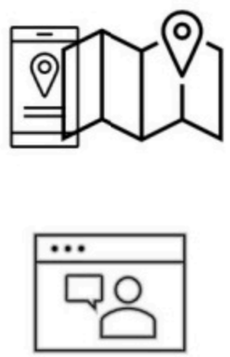
OUR PLATFORM

Protecto protects sensitive data while preserving utility of the data for AI

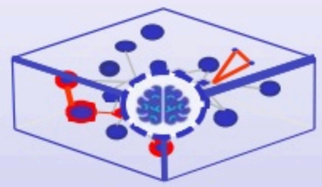
PROTECTO

Enterprise Data

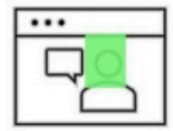
```
Name: John Smith
Phone: 456-876-9345
Customer request …
```



Protecto Data Transform



```
Name: KLOJIOU HNLIHUE
Phone: 987-923-0234
Customer request …
```



Gen AI Apps LLMs

- ☑ Privacy and Data Security
- ☑ Utility of the Data

1. Find Sensitive Data
2. Privacy Transform
3. Machine Understandable Synthetic Data

Makes gen-AI apps privacy-preserving, compliant, and secure in minutes

3 Ways to Consume Protecto Tokenization

PROTECTO

APIs

Sub-second Performance

Queue

Updates in minutes

Bulk

For large migrations
(Millions/billions of rows)

No Complex Setup
Enterprise ready – SOC2, Gen AI framework integrations

Data Protection throughout your AI Lifecycle

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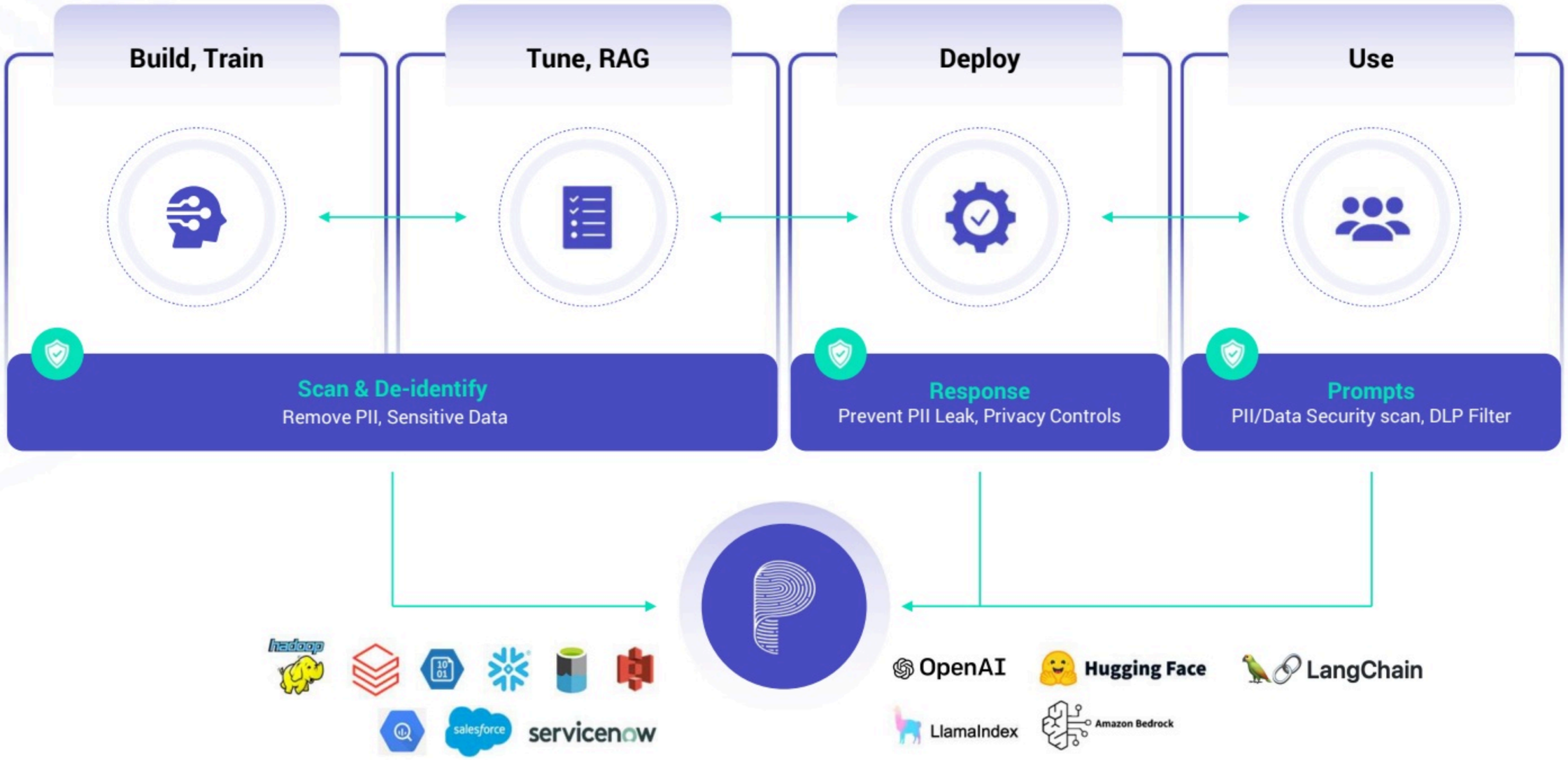
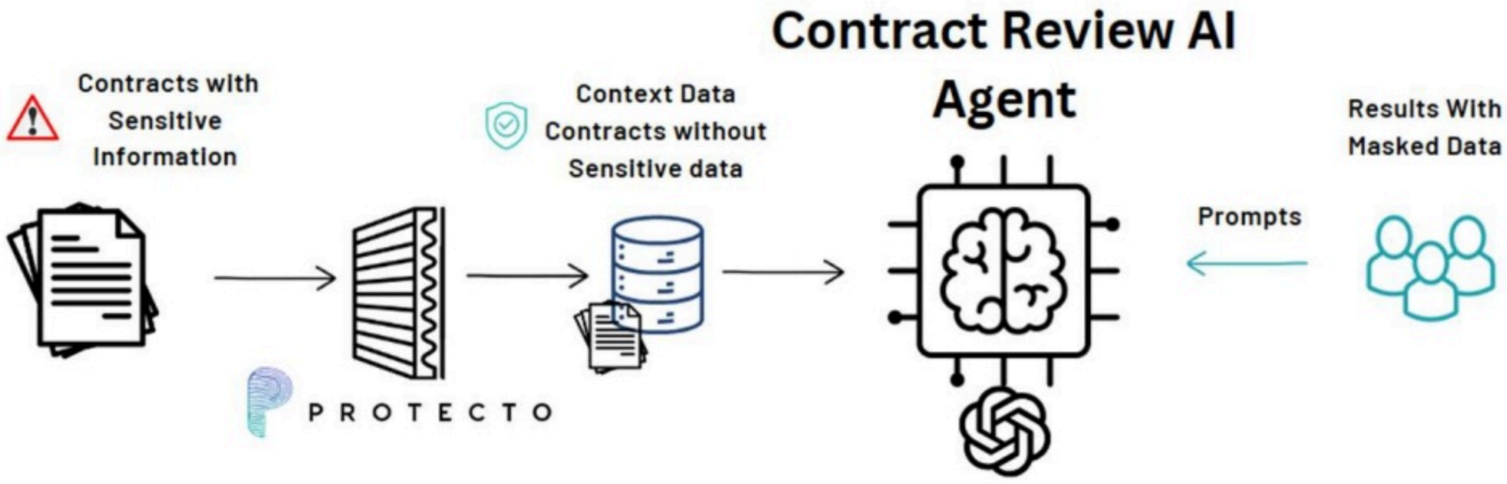


Case Study 1 – Securing contract review bot (RAG)

Customer: A Large Telco

Goal: Gen AI App based on the Retrieval-Augmented Generation (RAG) that uses historical contracts as context to create review contracts

Data Protection Challenge: The AI agent could expose confidential data from historic contracts, such as who wrote the contract to whom

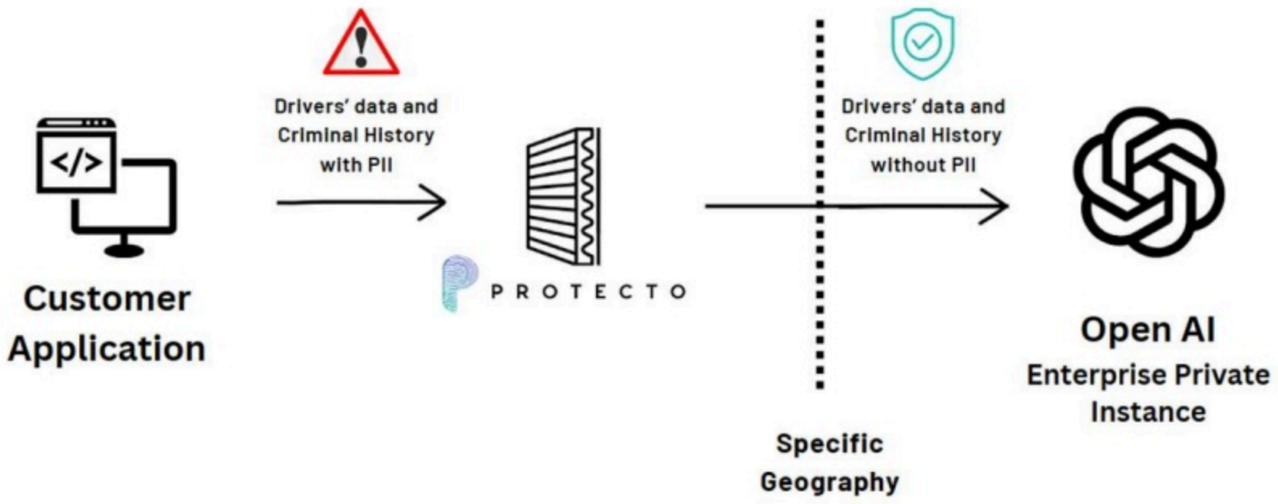


Case Study 2 – Enabling Data Residency of Sensitive Data

Customer: A Large Consumer Tech

Goal: Leverage OpenAI's capabilities for processing sensitive data, specifically driver history and criminal records

Data Protection Challenge: Sending personal data violates data regulations and data residency requirements



Protecto vs. Alternatives

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		Protecto	Previous-Gen Data Masking	Data Masking for PCI
	Deployment Options	**On-Premises** Private Cloud SaaS	SaaS	Private Cloud SaaS
Identify Risks	**Identify Sensitive Data**	Very high accuracy	No	Accuracy only on certain elements
		Multiple AI/ML Models, Algo, Regex, LLMs + Heuristic models	No	Regex based
		Options to expand custom identification	No	No
	Multimodal	Yes	No	No
Reduce Utility Loss	**Format-Preserving Masking**	Format, Type, Length Preserving	Format only	No
	Mask Unstructured Data	Yes	No	Yes
	Consistent Tokens/ Data Integrity	Consistent Pseudonymization, Anonymization	Consistent Pseudonymization	No
	Masked Data Comprehension	Model instructions for higher comprehension of masked data	No	No
	Security	Stronger Protection Random number-based tokens	Encryption-key based	Encryption-key based

Founders with deep data experience

PROTECTO

Team
15+ Engineers (Full Time)

Funding:
Angel Investors (Nov 21)
Head of Android Security, Google
Chief Product Officer, 2nd largest cybersecurity firm
GM of Incubations, Microsoft
ClOs, CTOs of Large tech companies

Product
Version v0.1 Live (Fall 22)

Customers:
Kar Global (KAR), Brookfield, Belcorp, Nokia

Amar
Kanagaraj
Founder & CEO

- Second-time entrepreneur. Cofounded and scaled the previous startup to $10M ARR
- Microsoft Search & AI, Sun Microsystems, Booz & Co
- MBA from Carnegie Mellon
- MS from LSU. Engineering from CEG, Guindy

Baskaran
Alagarsamy
Co-founder & CTO

- 18+ years in Apple
- Expert in data engineering
- Led privacy engineering efforts inside Apple
- Handled petabyte-scale data problems
- Engineering from CEG, Guindy

GTM - Developer centric, Gen-AI platform focused

2024 Goals: [redacted]

5 Year: [redacted]

① Developer Focused PLG	② Data/ AI Marketplaces	③ Partners
Integration with Langchain, LLamaIndex, LangSmith AWS Bedrock Community evangelism	Snowflake Databricks Open AI Huggingface	Solution Integrators