

# Prisma Cloud for Retail

Secure your cloud data to reduce compliance risk and protect your customers

## The Challenge

### Reduce data exposure risk with deep visibility into structured and unstructured data sets.

The retail environment is more competitive than ever. Retailers want full, 360° visibility into consumer behavior, and to quickly adopt new AI and predictive technology to eke out a competitive advantage. Collecting and utilizing data is key for these initiatives, but it comes with substantial risks.

Sensitive information such as purchase histories, customer details, and credit card numbers are an attractive target for data theft and ransomware. And with higher data volumes and increasingly complex cloud architectures, it's becoming harder for data security and compliance teams to identify the trail of sensitive data that customers leave behind.

At the same time, regulation is becoming stricter. GDPR fines have increased, and regulators are willing and able to sanction companies that fail to comply with data privacy requirements. Compliance is a strategic priority for large-scale ecommerce operations, and a key consideration when adopting new technology.

## The Prisma Cloud Solution

Prisma Cloud keeps an eye on your customer data across clouds and applications, so your business can stay safe and compliant.

Prisma Cloud offers an agentless, multicloud data security platform that automatically discovers and classifies data that needs your attention. Prisma Cloud finds PII, credit card details, or any other sensitive data, highlights potential vulnerabilities, and gives you the context you need to protect your business from security and compliance risks.

Leveraging full DSPM capabilities, Prisma Cloud prevents the exposure of sensitive data by highlighting data misconfigurations, access anomalies, and other critical vulnerabilities. Building on these capabilities, Prisma Cloud can address risk changes in real time via data detection and response (DDR) – triggering alerts within minutes to ensure that incidents are handled before they spiral out of control.

## Prisma Cloud in Action

**Table 1: Security Risk Scenarios**

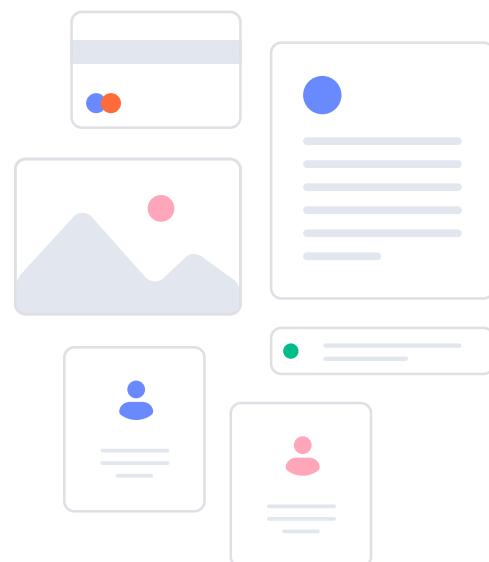
Scenario	Security Risk	Prisma Cloud Solution
<b>Customer PII stored in a 'shadow database'</b>	GDPR violations around data residency requirements, lack of proper security measures.	Identifies every database that is running in the customer's cloud account, and any sensitive data it contains.
<b>Financial information copied from production to development environment</b>	PCI DSS violation, potential for critical customer data exfiltration.	Detects the data flow, alerts security teams in real time, allowing them to nip the process in the bud.
<b>3rd party tooling with access to sensitive customer data</b>	Difficult to track permissions due to SaaS sprawl, leading to unauthorized actors gaining access to customer data.	Prisma Cloud's data access governance shows every user and account that has access to a data asset containing sensitive records.

## Features & Benefits

### Identify all the PII, PCI, and other sensitive data that your business stores

Prisma Cloud's DSPM instantly scans billions of records across your cloud data stores and identifies any security or compliance-related records (email addresses, credit card details). We'll even find PII in scanned receipts or other image data.

- See every database or bucket where your sensitive data is stored.
- Uncover related data flows and lineage.
- See which users and roles have access to which data.
- Prioritize your most important data assets and remediate security risks early.



## Features & Benefits (continued)

### Map compliance-related data to the relevant framework and identify violations early

Prisma Cloud lets you simplify data privacy and compliance in complex cloud environment(s) so that you can avoid costly GDPR / CCPA fines and maintain customer trust.

- Gain immediate insight into the data stores that put you at risk of a compliance violation.
- Map each dataset to the specific frameworks that matter to your business.
- Get real time alerts for data that moves out of compliance—such as EU customer records being processed outside of the EU, or PCI data moving to an insecure environment.



### Adopt new cloud data technologies with confidence

You want to adopt cloud databases, faster data processing tools, and new AI technologies. But you don't want to leave security on the wayside in your race to find faster and more accurate customer insights. Prisma Cloud helps you de-risk new AI and data technologies:

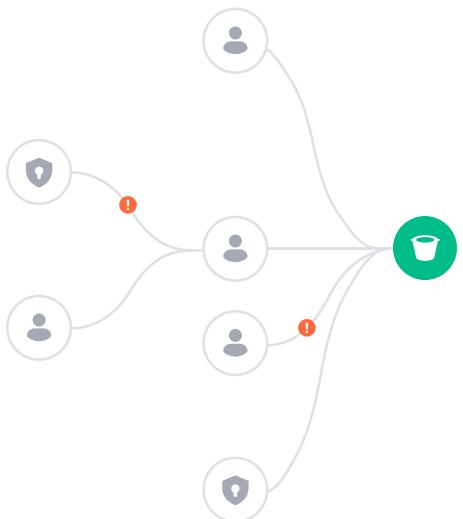
- See which cloud service has access to which data.
- Monitor data used for training AI models to prevent sensitive records from becoming encoded into a model.
- Demystify complex multicloud environments and data flows that move sensitive records between IaaS, DBaaS, and SaaS platforms.



### Address major risks in real time

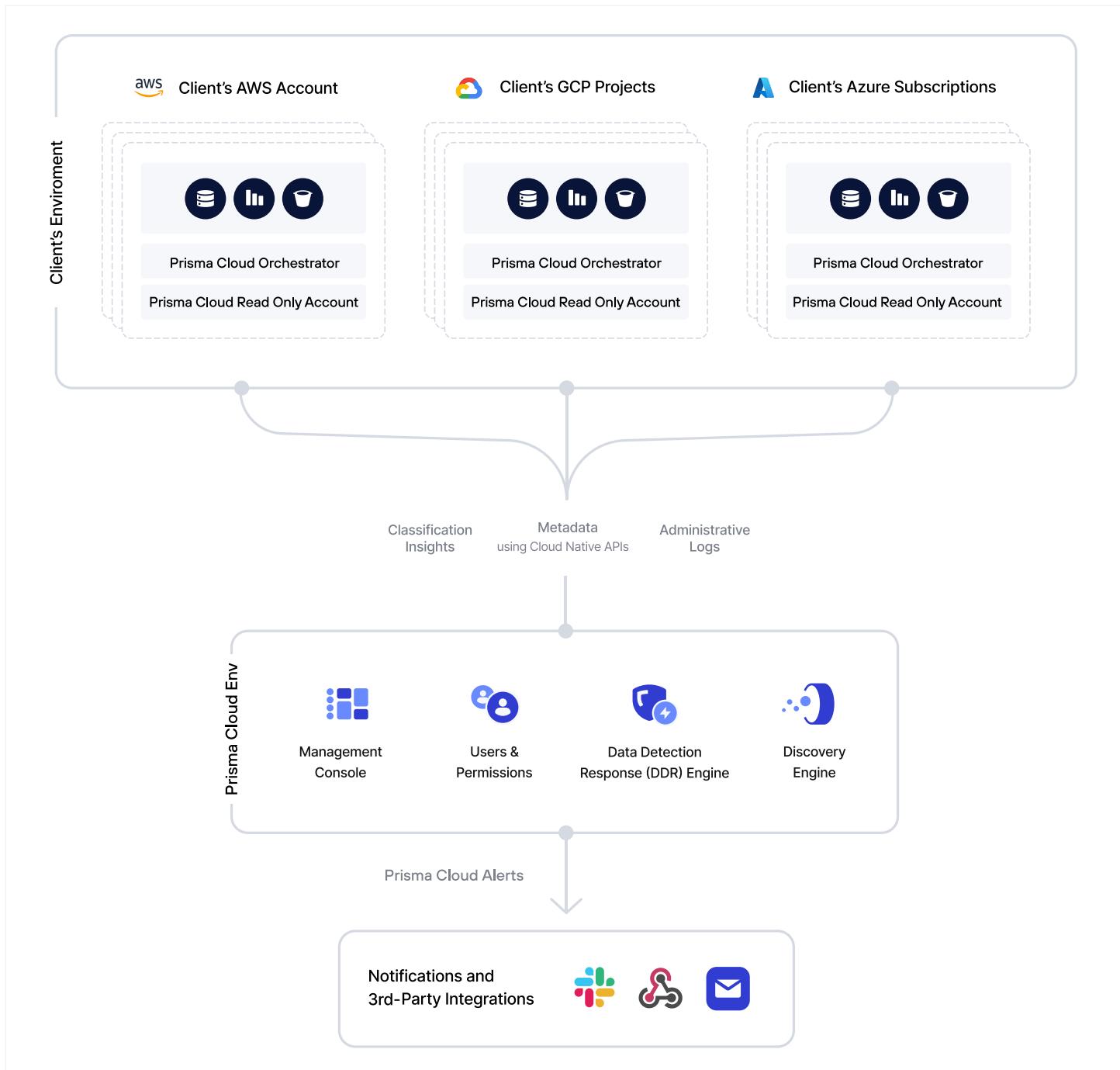
Prisma Cloud's unique Data Detection and Response (DDR) uses real-time log analytics to identify suspicious data activity and events as they happen. Unlike other data security tools, Prisma Cloud lets you plug security holes before they become data breaches, and address compliance violations before the audit rather than after:

- Get actionable alerts for data-related risks that need your attention right now, based on the context and content of the data at risk.
- Integrate alerts into your existing SOAR, SOC, and SIEM systems to ensure quick and coordinated response.
- Simplify incident investigation with full real-time forensics.



## Technical Integrations

- Works with major public cloud providers, including AWS, Azure, GCP, and Snowflake.
- Allows for real-time alert notifications (DDR) by email, Slack, and Webhooks, enabling security operations to take consolidated actions (e.g. SOAR, SIEM, and SOC solutions).
- Connects with an existing IdP to provide a rich view of active identities for each data asset in order to add a context layer for making access decisions on sensitive data decisions on sensitive data.



## About Prisma Cloud DSPM

Data is an organization's most important digital asset and the focal point of security and compliance. But growing data volumes, increased regulation, and the shift toward AI make it difficult to effectively monitor and protect data in the cloud.

Prisma® Cloud Data Security Posture Management (DSPM) allows organizations to securely scale their data and AI infrastructure. Building on unique data discovery, classification, and monitoring capabilities, Prisma Cloud puts data at the center of Code to Cloud™ security.

Learn more about Prisma Cloud DSPM at:

<https://www.paloaltonetworks.com/prisma/cloud-data-security>.

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