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FACEBOOK AUTOMATES SENSITIVE DATA IDENTIFICATION IN MULTI-DATABASE ENVIRONMENT WITH dataguise dgdiscover

Premier Social Networking Site Addresses PCI Data Security Standard and California SB 1386 Compliance Requirements with dataguise dgdiscover™

Fremont, Calif., November 17, 2009 – dataguise (<http://www.dataguise.com>), a leading innovator of security solutions for protecting sensitive data across the enterprise, today announced that Facebook has adopted **dataguise dgdiscover** to identify sensitive user data such as IP addresses, social security numbers and other personal information in compliance with the PCI Data Security Standard (PCI-DSS) and California SB 1386.

Founded in 2004, Facebook is a social utility that helps people communicate more efficiently with their friends, family and coworkers. The company develops technologies that facilitate the sharing of information through the social demographic, the digital mapping of people's real-world social connections. Facebook is the second most-trafficked PHP site in the world, and one of the largest MySQL installations in use, running thousands of databases. Facebook has built a lightweight but powerful multi-language RPC framework that allows the company to seamlessly and easily tie together subsystems written in any language, running on any platform.

dgdiscover is deployed as a scanner across Facebook's corporate MySQL and Oracle database environments, helping the social networking leader quickly identify where sensitive information is located throughout these important corporate databases. **dgdiscover** is unique in that it identifies all database instances on the network, supporting more secure operations by

helping ensure that new database instances and all sensitive data types are located for proper attention.

“Prior to an automated database scanner, the process of sensitive data discovery across corporate databases, then searching each repository for sensitive user data, was a more manual process that was enormously time consuming,” said Bob Read, Security and Compliance Manager for Facebook. “**dgdiscover** has reduced our sensitive data discovery process from weeks to under two days, satisfying PCI auditor demands to provide proof of compliance within rigid deadlines.”

dgdiscover looks for sensitive and potentially sensitive data within structured and unstructured repositories and employs sophisticated pattern matching algorithms to automatically identify data such as credit card numbers, expiration dates, social security numbers, and phone numbers. **dgdiscover** creates detailed reports with easy to interpret graphical summaries showing where such information resides in database tables. **dgdiscover** also has the unique ability to search unstructured sources such as text files, Word, Excel and PowerPoint documents, as well as other file formats for a comprehensive search. **dgdiscover** includes a library of predefined templates for conducting searches for data relevant to compliance initiatives such as PCI-DSS, PII, HIPAA, and state regulations including California SB 1386.

"We hope to integrate **dataguisse** with our enterprise job scheduler via the command line to make the process even more efficient," added Read. "From both a compliance and operational perspective, **dataguisse** will allow us to easily satisfy auditor requirements quickly and without the need for costly professional services or extensive IT financial or human resources."

“With the trend toward more regulation around data breach notification, organizations are under greater pressure to identify and safeguard their information from unauthorized access,” said Allan Thompson, Executive Vice President, Operations for **dataguisse**. “**dataguisse** does this in a simple yet comprehensive manner that replaces multiple point products or manual processes with a single, automated multi-database solution that is the most accurate available.”

About dataguisse

dataguisse offers automated and advanced database security solutions to help ensure regulatory compliance and protect against data theft. **dgdiscover** enables organizations *to find* structured

database repositories across the network, **search** and discover sensitive data in structured databases. **dgmasker** is then able to **mask** or de-identify to protect sensitive data.

dgmasker provides secure masking of database content with unprecedented flexibility and functionality across heterogeneous environments. For more information, call 510-824-1036 or visit www.dataguise.com