



Protection Personal Data

Is it *actually* worth it?



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**4.5+ Billion
Records**

Profiles of customers and
patients compromised by 2018

**44% of
Users**

Fell victim to a cyber-crime or
exploit just last year

**28%
Chance**

Of a given company incurring
a material breach over 2 years

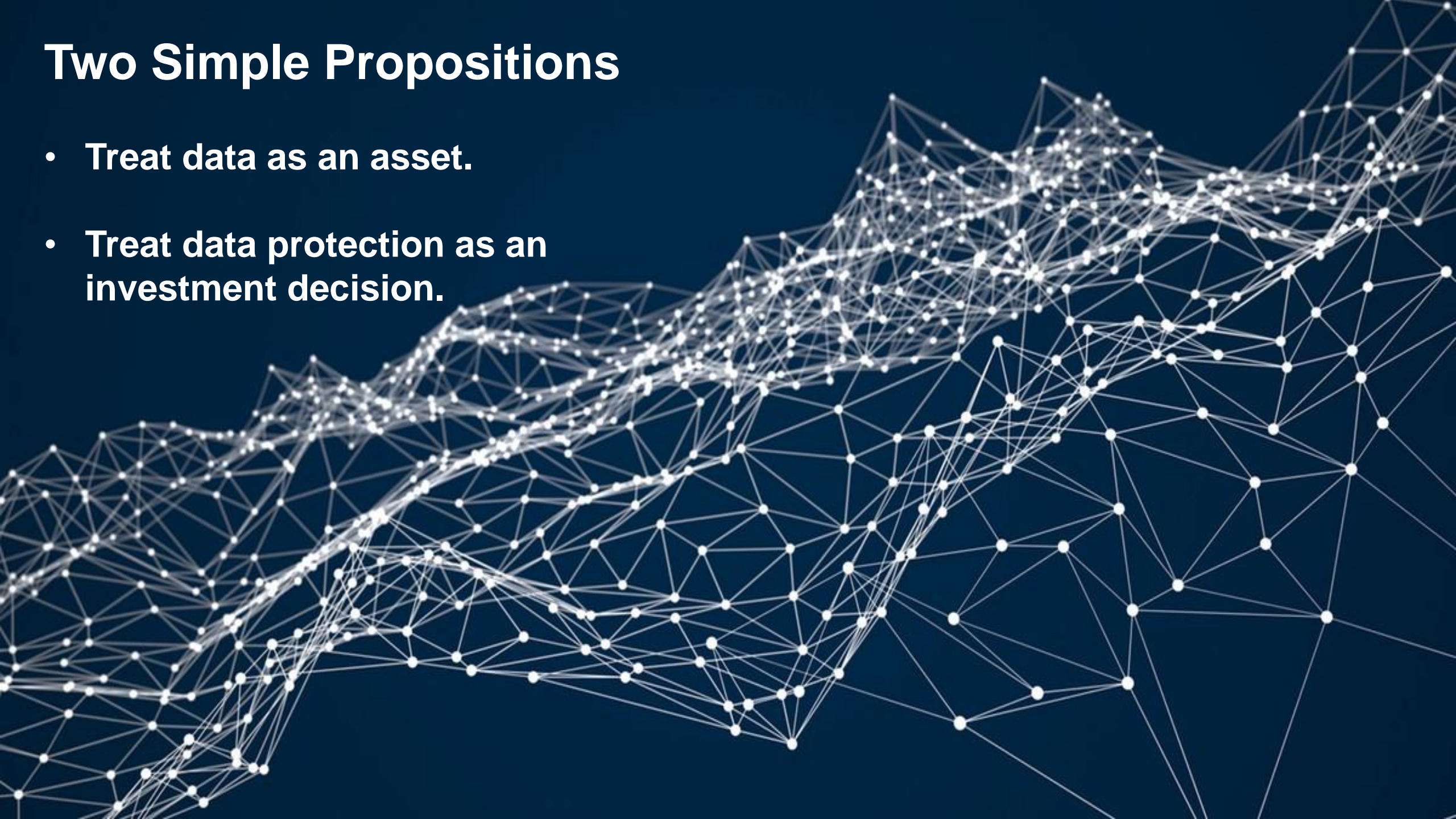
The system is broken.
Fixing it is expensive though.



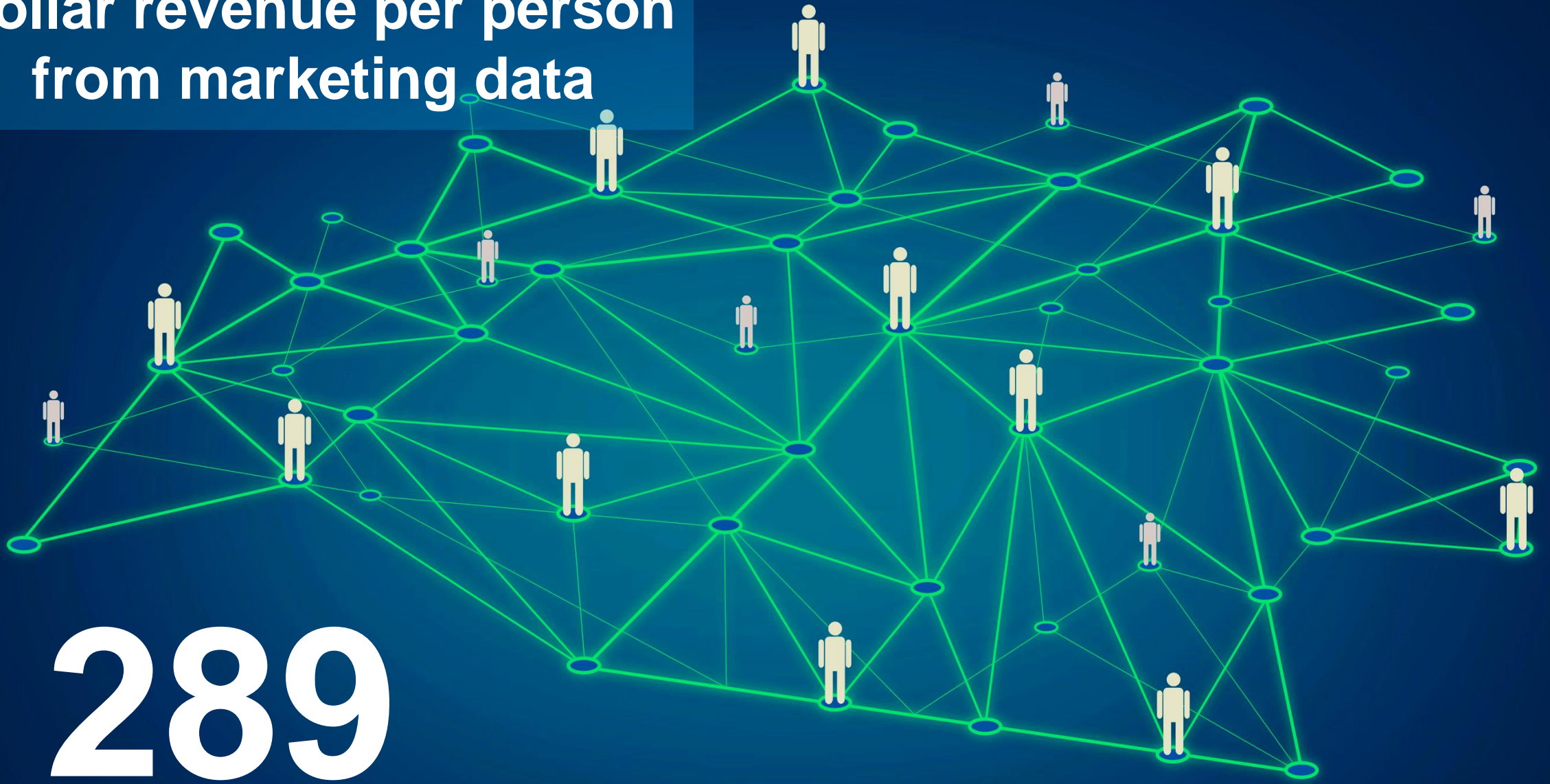
So now what?

Two Simple Propositions

- **Treat data as an asset.**
- **Treat data protection as an investment decision.**

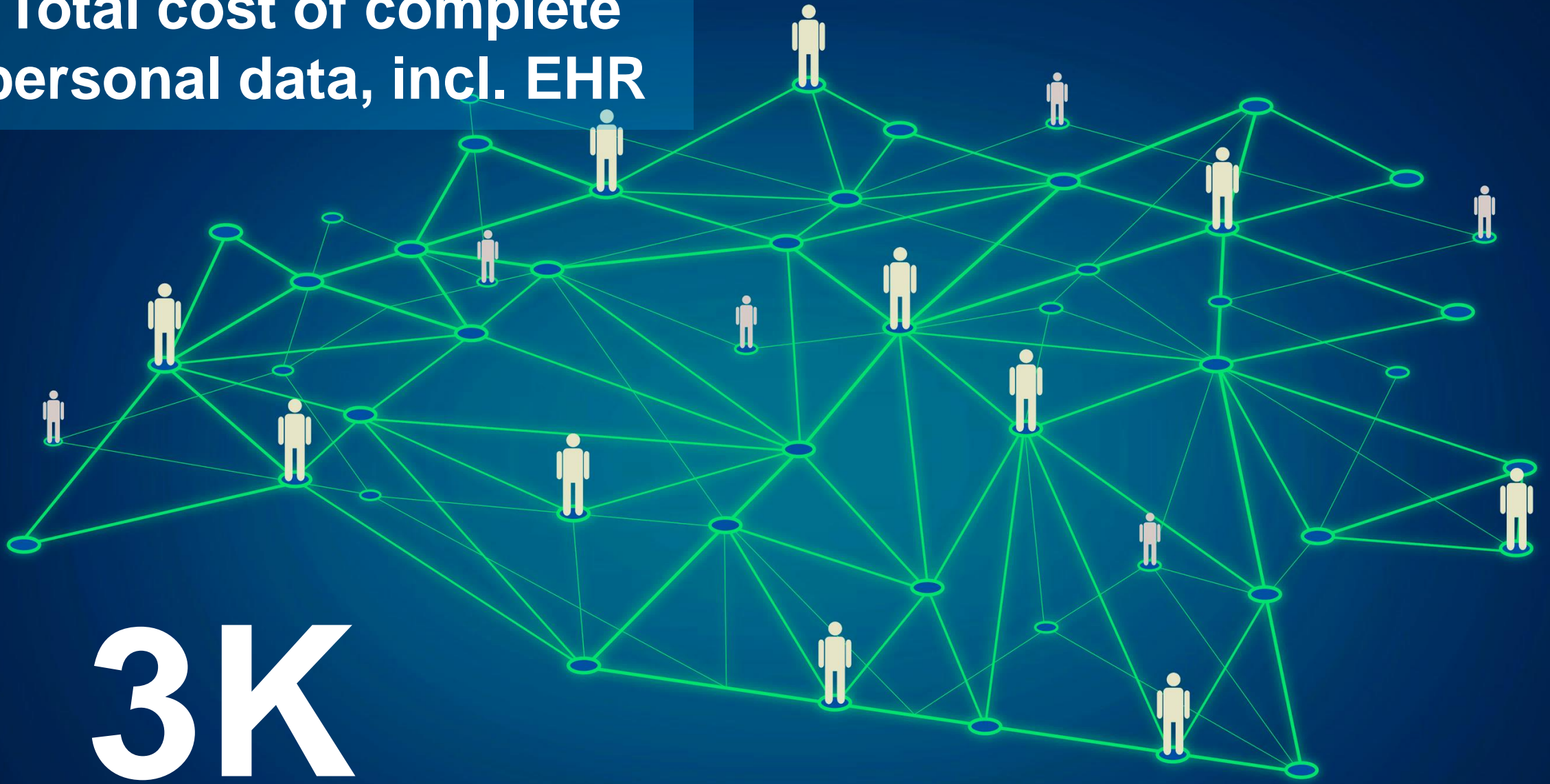


Dollar revenue per person
from marketing data



289

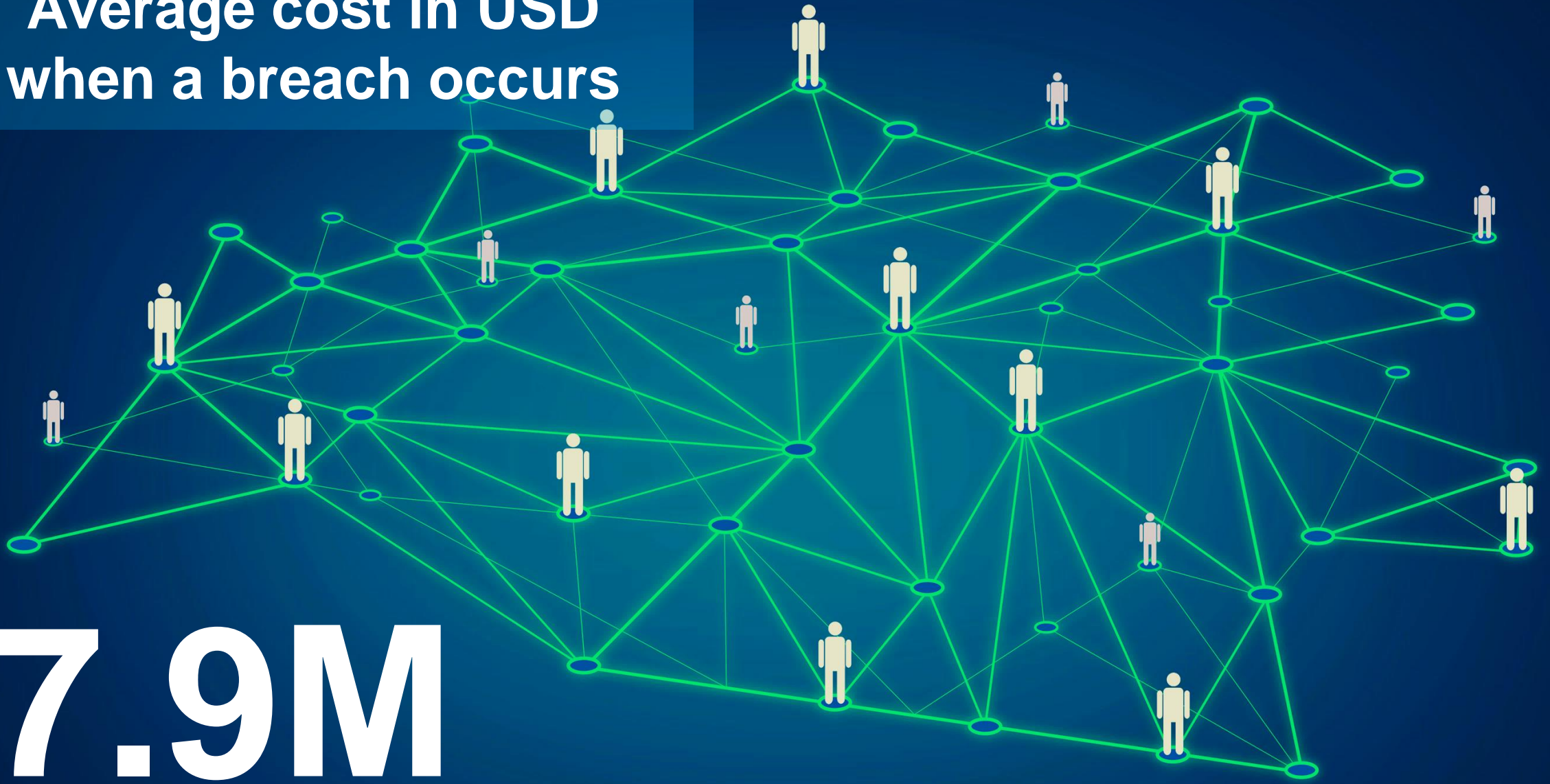
**Total cost of complete
personal data, incl. EHR**



3K

Average cost in USD
when a breach occurs

7.9M



The Way Forward

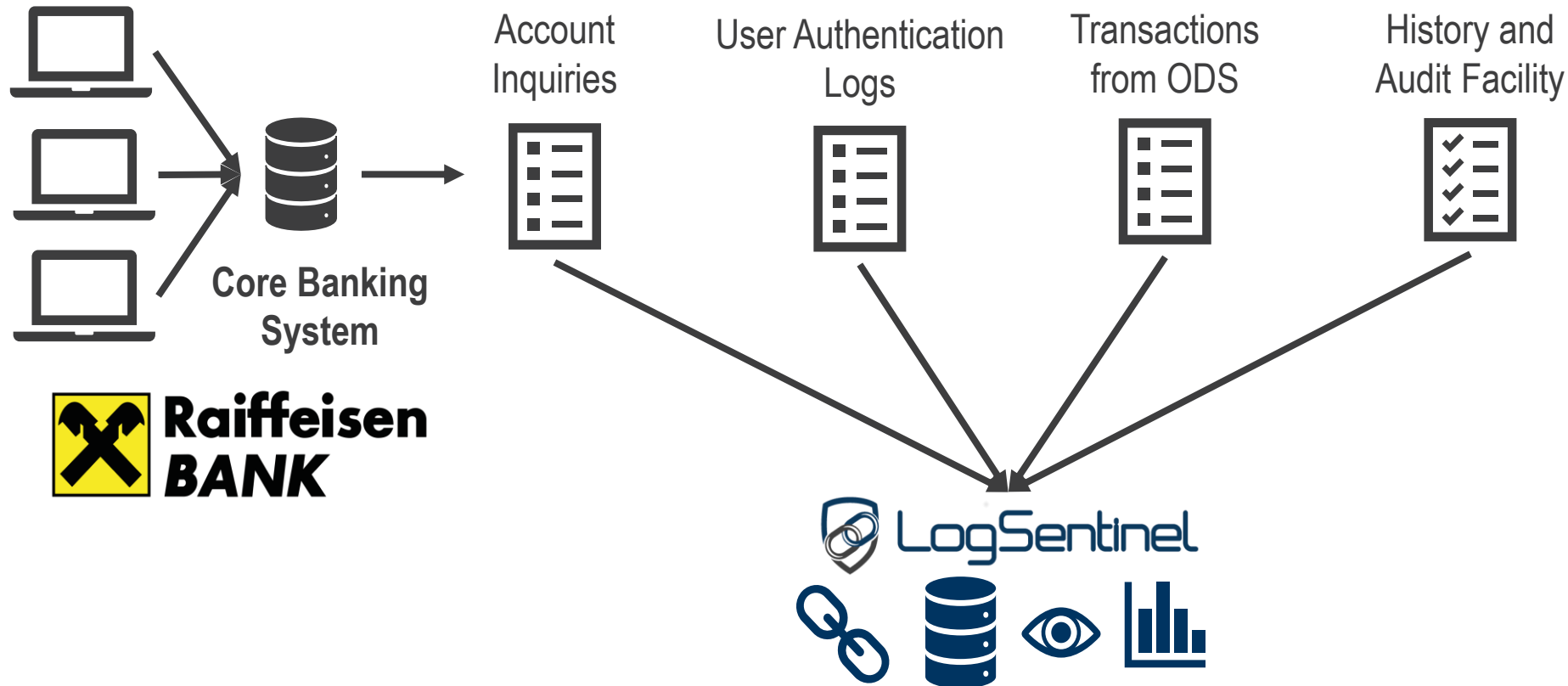
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What needs to be done:

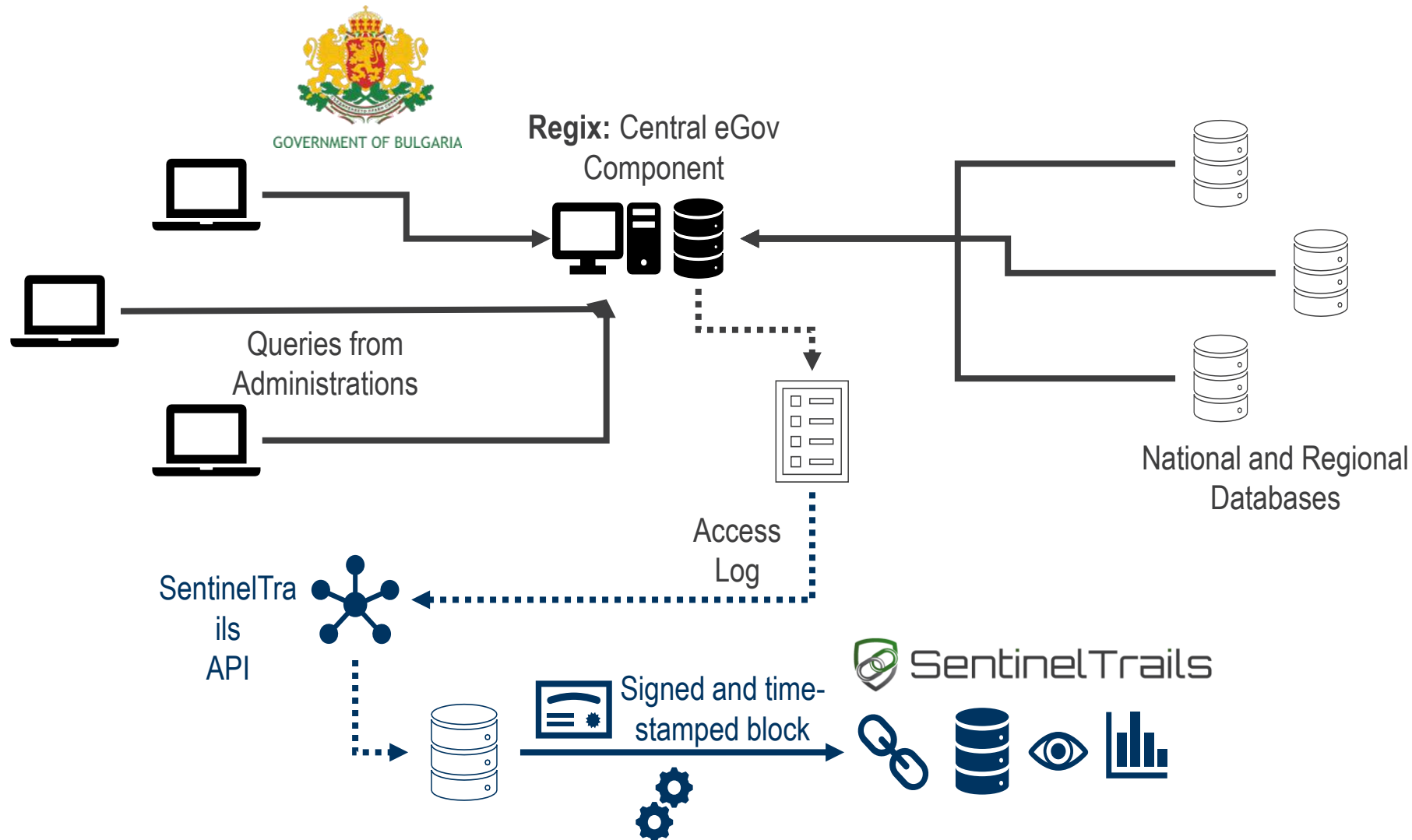
- Highest level of security and compliance
- Advanced blockchain technology, solving the trust problem
- Capabilities for AI-enabled monitoring and fraud detection
- Easy integration with minimum change

Private Sector: Raiffeisenbank Use Case



- Raiffeisen Bank needs to monitor all business-relevant logs from the core banking system to prevent misuse of data.
- SentinelTrails ensures integrity of current and historical log entries and provides real-time monitoring and fraud prevention

Public Sector: Bulgarian e-Government Use Case



- SentinelTrails keeps logs for all citizens' data access requests sent to the Bulgarian e-government
- This solution increases the civil control over data access, makes it possible to check and detect anomalies



Take-away: Change minds by normalizing the way of thinking about data protection.





Let's talk.

If you are interested in protection your systems and data

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