

# Anchor Your Data

Introducing Anchor for file protection and control.



Simple File Security Exists. Anchor It™

## Who Are We?

DAtAnchor, Inc. is based in Columbus, Ohio. Our product, Anchor, came out many years of R&D at The Ohio State University. Our mission is to empower organizations to realize the benefits of their information easily and affordably, confidently using and sharing it as needed to do business without fear of it being lost, stolen, or abused.

## Solution Overview

Traditional IT controls focus on locking down networks, devices, and people. All of this is done in the name of protecting data. But, once files are moved, shared, or stolen, the data is no longer protected. Even worse, these controls get in the way and frustrate business users to the point they intentionally work around them.

Anchor inverts the equation by baking protection into the data, invisible to the business users (like antivirus), so that files are free to travel and security is out of the way. Simply put, wherever the data goes, it is protected.

Anchor is a SaaS platform that bakes protection into your files with a unique transparent combination of encryption, continuous multi-factor access controls, and a digital chain of custody. And when you do share or collaborate, Anchor protection stays with your data, even when it leaves your organization. Anchor empowers you to maintain control of your data while collaborating, including forensic logging and revoking access.

Anchor is quickly deployed and empowers your business users to further restrict access to data based on access rules they create. All without requiring you to change existing IT controls or how your users and applications work today

## What does it mean when data is Anchored?

Anchor is a patented combination of three well-known technologies:

- 1) Persistent Transparent Encryption – Files are always independently FIPS-validated encrypted, even while in use, and do not require changes to your applications or workflows.
- 2) Continuously Enforced Multi-factor Access – Our patented heartbeat technology continuously checks whether all the business rules are satisfied (ex. Geolocation, Wi-Fi SID, etc.). Files are only available if all rules are satisfied. When an access rule is broken, Anchor instantly revokes access. Even while the file is in use. Trust is never assumed, even after a file is open.
- 3) Chain of Custody – every file has granular access logs, showing who accessed the file with which application and even where they were when they did so. In case of a breach, you can definitively prove your data was not compromised.

### Business Benefits

- Control and secure sensitive data
- Eliminate Data Extortion
- Lower Cyber Liability
- Simplify Compliance (CMMC, GDPR, HIPAA, CCPA, NIST)
- Collaborate without sacrificing control
- Eliminate Insider Threat
- Zero user impact

### Key Features

- Dynamic revocation even after access
- FIPS-validated data encryption
- Works with all apps and file types (ex. CAD, office, video)
- Storage agnostic – cloud/network share, desktop, removable drive, etc.
- Monitoring of all file access attempts
- Third-party sharing with full control
- Software as a Service

### Industries

- DoD Contractors / CMMC
- Cities, Municipalities
- Healthcare
- Legal
- Financial Services/FinTech
- Insurance/InsureTech
- Manufacturing

### Supported Systems

- Cloud or on-premise storage (ex. OneDrive)
- Microsoft Windows
- Android and iOS mobile apps

### Business Info

- Delaware Corporation, 2019
- HQ: Columbus, OH HQ
- D-U-N-S Number: 116923022
- EIN: 832026131
- SAM-CAGE: 8CHL5
- Tax-ID: 832026131

