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CASE STUDY

Enhanced Data Security and Regulatory Compliance through Data Masking Solution for Large Regional Bank in the U.S.

Client Overview

The client is a large regional bank in the U.S., based out of Boston, Massachusetts. The bank offers comprehensive products and services for personal, business, and commercial banking, financial, and insurance needs.

The Business Situation

The client was looking for a solution that would enable them to ensure regulatory adherence and compliance. They also wanted to increase the security of their data by masking critical and sensitive data.

The Solution

With deep expertise in Data and Analytics driven solutions for BFSI organizations, GS Lab | GAVS helped deliver a robust Data Masking strategy for the client. The solution was successfully implemented and consisted of the following components:

- Thorough assessment to analyze the critical and sensitive data that had to be masked
- Categorization of data to be masked, such as address, employment, contact, etc.
- Analysis of different tools such as Redgate, Microsoft SQL Server, IRI FieldShield
- POVs of the tools for the different data groups
- Identification of algorithms such as substitution rule, randomization, pseudonymization, blurring
- Implementation of the data masking solution for the bank's PII/NPPI (Personally Identifiable Information/Non-Public Personal Information) data fields using mutually agreed upon masking techniques

Challenges

- Difficulties in regulatory adherence and compliance
- Low levels of data security
- Lack of mechanisms to protect critical and sensitive data

Solution Highlights

- Assessment and analysis of critical and sensitive data that needed to be masked
- Efficient categorization of data
- Analysis of several tools such as Redgate, SQL Server, IRI FieldShield
- POVs performed for different data groups
- Identification of best-fit algorithms amongst substitution rule, randomization, pseudonymization, blurring
- Implementation of Data Masking solution for the bank's PII/NPPI data fields

Solution Outcomes

- Reduced manual effort through automated execution of masking
- Seamless masking for any new additions of sensitive data
- Encrypted and masked sensitive data compliant with regulatory requirements
- Successful enforcement of data security policies

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