



KEEP YOUR

CUSTOMER DATA SECURE



DATA BREACH STATISTICS

- 3,205 Data breaches in the US in 2023 alone
- 353.02 Million consumer impacted
- The average cost of a data breach is \$4.35 million.

statista



WHAT IS PRETECTUM CMDM?

A comprehensive centralized Customer Data Management solution designed to as a single source of truth for your data

- Data encryption
- Access controls
- Detailed Usage and change logging
- Consumer Consent and self-service data verification



WHY CHOOSE PRETECTUM?

- Encryption protects customer information at rest & in transit.
- Access Controls Limit access to only those authorized
- Privacy and Compliance Readiness reduces compliance risk
- Automated detailed activity logging aligns with policies.
- Collect and store only what you need, securely and centrally
- Ask your customers for their consent and data verification

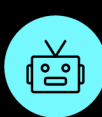


BUSINESS BENEFITS & VALUE

- Reduced Risk of Breach by way of a reduced attack surface
- Transparent data practices to build consumer confidence.
- Single Source of Truth in all things customer profile related
- Elimination of divisional data silos through federated data
- Lower overall cost of ownership
- Reduced risks of non-compliance



CONTACT US TODAY!



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