University of Florida Foundation Deploys Proofpoint Messaging Security Gateway to Safeguard Confidential Donor Data

Proofpoint automatically secures sensitive data and account numbers, aids in compliance with email-related privacy regulations

Sunnyvale, Calif. – February 9, 2009 – Proofpoint, Inc., the leading provider of unified email security, archiving and data loss prevention solutions, today announced that the University of Florida Foundation has deployed the Proofpoint Messaging Security Gateway™ appliance to mitigate the risks associated with regulatory violations via email and to provide complete anti-spam and anti-virus protection.

As the fundraising arm of the University of Florida, located in Gainesville, Florida, the Foundation’s purpose is to serve the donor community of the university by raising and managing private gifts. In doing so, the Foundation continually manages email transactions that include donors’ confidential financial information, and therefore must act in accordance with PCI (payment card industry) standards for data protection.

The Foundation’s previous email security solution was ineffective at accurately monitoring or securing the data that was entering and exiting the network. The Foundation required a messaging security solution that could automatically detect sensitive information, such as credit card and social security numbers, and either encrypt the data or securely block messages based on predetermined policy controls.

"In addition to addressing the increasing amount of spam that was entering our network, we needed a solution that could automatically place restrictions on certain departments, while also allowing legitimate personnel access to sensitive data," said Brian Marquis, network systems lead for the University of Florida Foundation. “With the Proofpoint appliance in place, we can easily regulate the flow of our donors’ private information and trust that we have comprehensive protection against both inbound and outbound security risks.”

When evaluating email security and data loss prevention products, the Foundation was immediately impressed with the flexibility of the Proofpoint solution, especially the versatility of Proofpoint’s email policy enforcement features and the ease with which customized rules can be created. The Proofpoint Secure Messaging™ module, which automatically encrypts emails based on an organization’s custom policies, and the Proofpoint Regulatory Compliance™ module, which helps to ensure that organizations follow best practices for data protection, were also critical for the Foundation. The combination of these features helps the Foundation comply with a growing number of privacy regulations that require the secure transmission of confidential financial and identity information.

"Policy-based encryption allows organizations to mitigate a wide variety of risks associated with regulatory violations, data loss and corporate policy violations, making it a ‘must have’ feature for organizations that are subject to strict regulatory compliance demands,” said Gary Steele, CEO of Proofpoint. “Proofpoint Secure Messaging is the most robust email protection available that automatically encrypts outgoing email as needed, without requiring end-users to take any special action.”

In addition, the Foundation also uses Proofpoint Virus Protection™ for always up-to-date protection against all types of viruses, worms and other malware. The organization’s previous anti-virus solution was inadequate at scanning zipped files for viruses, so they had to be blocked altogether. Now, with Proofpoint’s anti-virus protection, the Foundation has been able to lift this file-sharing restriction, which was a burden to many employees.

To learn more about Proofpoint’s email security, data loss prevention and policy-based encryption solution, register to attend a live, web-based demonstration by visiting: http://www.proofpoint.com/livedemo

About Proofpoint, Inc.
Proofpoint secures and improves enterprise email infrastructure with solutions for email security, archiving, encryption and data loss prevention. Proofpoint solutions defend against spam and viruses, prevent leaks of confidential and private information, encrypt sensitive emails and archive messages for retention, e-discovery and easier mailbox management. Proofpoint solutions can be deployed on-demand (SaaS), on-premises (appliance) or in a hybrid architecture for maximum flexibility and scalability. For more information, please visit http://www.proofpoint.com.