



ENTRUST

Data protection solutions for retail and hospitality enterprises

Entrust helps retail and hospitality organizations strengthen their data security and compliance posture

HIGHLIGHTS

- Protect the confidentiality and integrity of payment transactions
- Safeguard customer records across on premises and cloud environments
- Simplify compliance with PCI DSS and other data privacy mandates
- Secure your organization's most sensitive keys and business processes in an independently-certified environment
- Protect brand reputation and revenue against long-term damage

As processors of highly sensitive customer payment information, retailers and hospitality enterprises face ongoing threats from cybercriminals seeking to steal that data. Breaches of customer records can result in costly notification processes, loss of trust among consumers and compliance violations.

Consequently, organizations must implement stringent security controls that defend

against threats while safeguarding sensitive customer data in a compliant manner – all of which can be administratively and financially burdensome.

While many businesses use encryption to protect customer data stored in on-premises databases, data centers and cloud environments, their approach to securing their critical encryption keys can fall short, potentially leaving cardholder data exposed.

Some of the risks facing retail and hospitality organizations include:

- Highly motivated adversaries seek to exploit vulnerabilities and extract valuable cardholder data
- Non-compliance with PCI DSS and other data protection mandates results in financial penalties and potential suspension of credit card processing privileges
- Administrative costs, penalties, reputational damage and increased scrutiny resulting from a data breach

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Data protection solutions for retail and hospitality enterprises

Entrust data protection solutions for retail and hospitality organizations

Entrust helps global retailers address the security and PCI DSS compliance risks associated with controlling and processing sensitive customer records. Our key protection solutions help protect against both external and insider attacks by rendering data useless to unauthorized users and applications.

PCI DSS compliance

Entrust's data protection solutions address several PCI DSS requirements, including:

- **Req. 3:** Protect stored cardholder data
- **Req. 4:** Encrypt transmission of cardholder data across open, public networks
- **Req. 7:** Restrict access to cardholder data by business need to know
- **Req. 8:** Identify and authenticate access to system components

Payment security

Entrust nShield® HSMs are deployed by our extensive range of industry partners, and help ensure compliance with numerous security standards including PCI DSS, PCI PIN Security, PCI PA-DSS, PCI P2PE and PSD2.

Database encryption key protection and management

Databases are treasure troves of sensitive information. They often contain customers'

personal data, confidential competitive information, and intellectual property. Lost or stolen data, especially customer data, can result in brand damage, competitive disadvantage, and serious fines—even lawsuits.

nShield HSMs add new levels of assurance to database encryption by helping your organization effectively protect and manage encryption keys. With nShield HSMs, you can take full advantage of native database encryption capabilities and still add higher levels of assurance to key management activities, ensuring optimal security, efficiency, and guaranteed accessibility to encrypted data. By storing encryption keys in a protected environment, separate from the database itself, nShield HSMs enforce separation of duties between security staff and DBAs.

Entrust HSMs

Entrust nShield HSMs are among the highest-performing, most secure and easy-to-integrate HSM solutions available, facilitating regulatory compliance and delivering the highest levels of data and application security for enterprise, financial and government organizations. Our unique Security World key management architecture provides strong, granular controls over access and usage of keys.

Learn more

To find out more about Entrust nShield HSMs visit entrust.com/HSM. To learn more about Entrust's digital security solutions for identities, access, communications and data visit entrust.com



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