



**ENTRUST**

# Data protection solutions for retail and hospitality enterprises

Entrust provides data protection solutions for retail and hospitality enterprises, helping them protect their data and ensure compliance with industry regulations. Our solutions are designed to be easy to use and integrate with existing systems, providing a comprehensive approach to data protection.

## HIGHLIGHTS

- Protect the confidentiality and integrity of payment transactions
- Safeguard customer records across on premises and cloud environments
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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.

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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



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.



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.

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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 and govt. Must Lang en-8MCI