

# Cyera Enriched Data Classification

We Took Classification and Completely Reimagined It.

## Add Topics

Files related to **patent** creation, filing, and ownership, containing **unreleased** and **proprietary product** information.

Topic Name

IP Patent Applications

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Patient Health Information

Healthcare records containing protected pa

Clinical Trial Data

Documents and datasets related to clinical

Board Meeting Documents

Materials prepared for board and executive

Understand data in the context of your business to uncover real risk and act with confidence.

## How Cyera Turned Traditional Classification on Its Head

Classification should deliver Actionable Data Intelligence, not static labels. Actionable Data Intelligence means understanding what data is, how it is used, who can access it, and why it matters so teams can prioritize risk and take confident action.

Cyera's Enriched Classification delivers this by embedding business context directly into classification and continuously enriching results as data, access, usage, and ownership evolve. Rather than relying on sensitivity labeling, Enriched Classification creates an adaptive understanding of data aligned to what matters most to your business, reducing blind spots, uncovering sensitive and proprietary information others miss, and clearly explaining business impact.

### Traditional Classification

- Requires upfront rule and taxonomy design
- Relies on static rules, fixed labels, or generic LLMs
- Treats classification as a one-time labeling step
- Requires rescans and reconfiguration as environments change
- Fixed, one-size-fits-all taxonomies
- Limited to predefined or generic data types
- Lacks business and operational context
- Produces noise and false positives

### Cyera's Enriched Classification

- No upfront rules or taxonomies required
- Uses adaptive, AI-native models that learn each business and evolve from customer feedback
- Continuously enriches classifications as data, access, usage, and ownership evolve
- Adapts automatically without rescans
- Creates business-aligned taxonomies on demand
- Identifies proprietary, business-specific, and previously unknown data
- Embeds business context such as purpose, ownership, access, and usage
- Explains why data matters and what action is required

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## What Enriched Classification Enables



### Find Your Crown Jewels.

Identify sensitive and proprietary data, including data hidden in unstructured content, by understanding business context and detecting what is unique to your organization.



### Create Business-Specific Classifications On Demand.

Use natural language to automatically generate custom classification models that detect nuanced, business-specific data, and apply them forward and retroactively without rescanning.



### Prioritize the Risks That Matter.

Use business-specific classification and context to interpret sensitivity, exposure, and impact so risk is prioritized based on what your organization actually needs to protect.



### Build a Trusted Foundation for AI.

Rely on accurate classification and access context to confidently roll out AI tools and initiatives without undue risk.

## Built to Adapt to Your Environment

Enriched Classification operates autonomously across SaaS, IaaS, DBaaS, and on-prem environments. Cyera applies the optimal classification method for each dataset, **balancing precision, speed, and cost efficiency** to deliver high-quality results at scale. As environments grow and change, understanding persists and improves without manual tuning, ensuring Actionable Data Intelligence across the enterprise.