

SafeSend

Preventing Accidental Data Exposure Through Email Communications

One product with flexible deployment — available as Cloud or Self-Hosted

Modern businesses operate in highly connected digital environments where cybersecurity risks evolve quickly and demand smarter, more adaptive defenses. One of the pressing challenges that companies confront is the inadvertent exposure of sensitive data through email misdelivery, often stemming from human error. Another

challenge lies in maintaining a consistently high level of security awareness among employees, especially regarding email communication. SafeSend is designed to prevent human error in outbound email by intervening at the moment of sending — reducing data loss, protecting sensitive information, and strengthening security awareness.

■ Challenges

Challenge 1: Preventing Accidental Data Exposure

Accidental data exposure, or data loss, is a constant concern for businesses across all industries. Even well-intentioned employees can make mistakes, leading to confidential information falling into the wrong hands. This challenge is exacerbated by the increasingly complex web of data sharing, where emails, cloud storage, and collaboration tools are used daily.

These incidents are rarely the result of negligence — they are a natural byproduct of fast-paced, high-volume communication environments.

Data loss can have far-reaching consequences for businesses. Beyond the initial incident, its impact extends to various critical areas of business operations, including reputation, privacy breaches, and increased costs in the form of compliance violations.

1. Damaged Reputation:

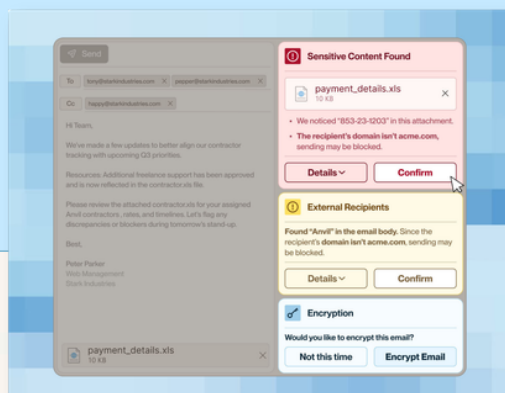
When sensitive information, such as customer data or proprietary intellectual property, ends up in the wrong hands due to a data leak, it erodes the trust and confidence that customers, partners, and stakeholders have in the organization.

2. Privacy Breach and Legal Consequences:

Accidental data exposure often results in a privacy breach that can trigger legal obligations under data protection regulations such as GDPR, CCPA, or HIPAA, depending on the nature of the exposed data and the jurisdiction. The consequences can include fines, penalties, and lawsuits.

3. Increased Costs:

The financial impact of accidental data exposure can be substantial. Beyond fines and legal fees, numerous costs are associated with addressing a data breach. These costs may include forensic investigations, notification costs, remediation efforts, and lost business opportunities or revenue due to reputational damage. The costs associated with data exposure extend far beyond the incident's immediate aftermath. They continue to accrue over time and can negatively impact a company's financial health.



Challenges

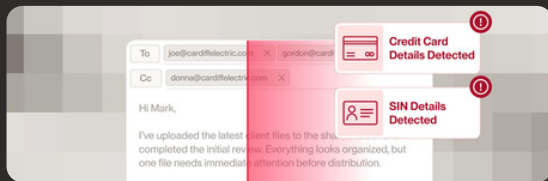
Business Challenges

Accidental Data Exposure through Email Communication

- Damaged Reputation
- Privacy Breach and Legal Consequences
- Increased Costs

Refreshing Security Awareness Training

- Damaged Reputation
- Privacy Breach and Legal Consequences
- Increased Costs



Challenges

Challenge 2: Refreshing Security Awareness

Even with high levels of vigilance built through security awareness training, educational courses alone are often insufficient to prevent mistakes under high-pressure conditions. Despite being well-informed, employees managing substantial email traffic and demanding deadlines remain susceptible to human error and habitual actions.

Factors such as operational urgency and the shift to remote work have intensified this vulnerability gap, frequently resulting in accidental data exposure due to misdirected emails. Organizations often stay vulnerable to these types of errors because conventional security investments and training methodologies typically fail to provide a necessary checkpoint at the moment of sending —the precise point where risk is most acute.

Solutions

The SafeSend Solution

VIPRE Security Group's SafeSend offers a multi-faceted approach to address these challenges.

SafeSend is a single solution available in two deployment models: a VIPRE-hosted Cloud service and a Self-Hosted option for organizations requiring full control and data sovereignty.

SafeSend prevents accidental data exposure by addressing the leading cause of data loss: human error in outbound email. It integrates seamlessly with the Microsoft 365 Outlook email client to analyze outgoing emails and attachments in real time to identify potential risks, including sensitive data exposure. SafeSend reduces the business and compliance risk of unwittingly sending sensitive data out in the wild.

The employee is prompted to validate that the recipient's address is the intended one. The solution also ensures that employees attach the correct document and that any sensitive information included should be sent to the recipient. By introducing a real-time checkpoint before sending, SafeSend acts as a "speed bump" that helps users catch mistakes before they become incidents.

Moreover, it empowers administrators to customize policies that automatically alert users when they attempt to send sensitive data to unauthorized recipients. Settings can be customized per company, department, role, etc. There's flexibility in how you can configure the solution to behave. The solution can be customized within hours to meet the needs of all businesses.

By proactively identifying and stopping potential data breaches before they occur, SafeSend protects sensitive information and safeguards your company's reputation, financial stability, and compliance with data protection regulations. It's a comprehensive solution designed to address the multifaceted challenges of accidental data exposure in the modern digital business landscape.

VIPRE SafeSend could be just the complimentary product you are looking for. It helps reinforce the messages given in training to increase security across the board. Our solution addresses this challenge by embedding security awareness into everyday email communication workflows. Before an email is sent, SafeSend prompts users with real-time guidance. These real-time suggestions continuously reinforce security best practices, helping employees stay vigilant against data mishandling and email misdelivery.

SafeSend is a single solution available in two deployment models: a VIPRE-hosted Cloud service and a Self-Hosted option for organizations re

By integrating security awareness directly into email communication, SafeSend ensures that employees have the knowledge and tools they need to make informed decisions and reduce the likelihood of sending the wrong email to the wrong recipient.

Key Benefits

SafeSend is a proactive approach to preventing data loss caused by human error.

The solution offers comprehensive benefits to prevent accidental data exposure, protect your company's reputation, ensure compliance with data protection regulations, and deliver long-term financial savings.

Key Benefits

- ✔ **Integrated Data Loss Prevention**
Identify and prevent sensitive data from being sent externally by mistake.
- ✔ **Enhanced Reputation Management**
Safeguard your company's reputation and maintain the trust of customers and stakeholders by preventing data leaks and potential data breaches.
- ✔ **Compliance Assurance**
Comply with data protection regulations by reducing the risk of data exposure, which can lead to hefty fines and legal consequences.
- ✔ **Cost Savings**
Save money that would otherwise be spent on investigations, notifications, remediation, legal fees, and loss of business.
- ✔ **Continuous Security Awareness**
Embed security awareness directly into email communication, keeping employees vigilant against data security risks on an ongoing basis.
- ✔ **Flexible Deployment Options**
Choose between Cloud or Self-Hosted deployment based on your organization's operational, compliance, and infrastructure requirements.
- ✔ **MSP-Friendly and Scalable**
Easily deploy and manage across multiple environments with minimal overhead, ideal for managed service providers.
- ✔ **Efficient Workflow Integration**
Integrates seamlessly with Microsoft 365 Outlook, ensuring a user-friendly experience.
- ✔ **Customizable Policies**
Set policies to automatically alert users when they attempt to send sensitive data to unauthorized recipients, tailoring the solution to specific business needs.
- ✔ **Actionable Tips and Reminders**
Help employees make informed decisions and reduce the likelihood of security incidents by giving them real time, context-sensitive suggestions and reminders.
- ✔ **Reduced Compliance Risk**
Minimize the legal risks associated with data exposure, including fines and lawsuits, by proactively preventing data breaches.
- ✔ **Reduced Cost of Incidents**
Achieve long-term cost savings and financial stability by addressing the root causes of data exposure and reputational damage.
- ✔ **Reduced Operational Burden**
Minimize investigation time and reduce the volume of preventable incidents for IT and security teams.

The Results

The challenges of preventing accidental data exposure and maintaining a high level of security awareness are paramount in today's cybersecurity landscape.

VIPRE SafeSend recognizes these challenges and offers a practical, user-focused approach to preventing data loss before it happens. By preventing data leakage and reinforcing security awareness within the context of email communication, our product empowers businesses to

enhance their overall cybersecurity posture and protect their valuable data assets. Working alongside Microsoft and existing security tools, SafeSend fills the human-error gap: helping organizations prevent avoidable incidents before they occur.

[Book a demo](#) 

Book a demo to see how SafeSend prevents human error in your organization.



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