



DATA SHEET

# Data Security and Privacy for the Modern Web

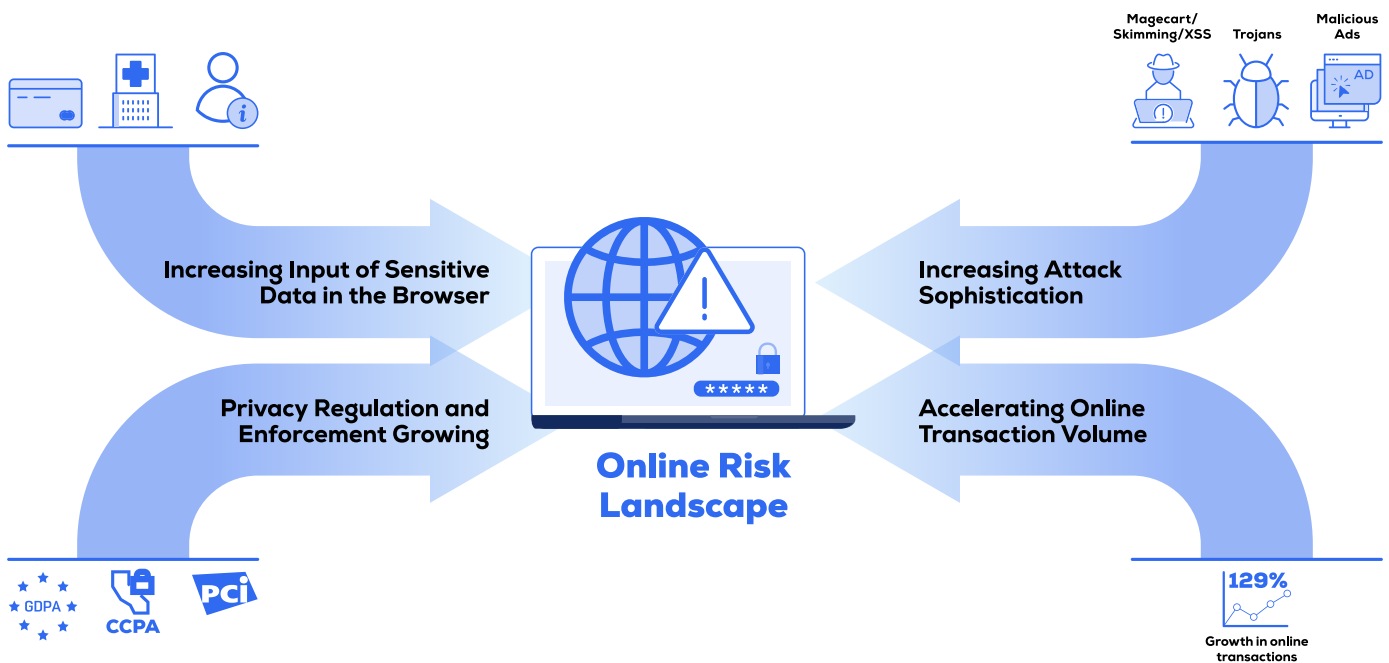


Tala *Protect* is the most complete data security *and* privacy platform for enterprise web applications.

**Uniquely, it provides comprehensive information flow analysis *together with* the means to control it, giving your enterprise:**

- Data to assess enterprise risk
- Controls to reduce risk exposure, protect sensitive data and prevent attacks

99% of the world's websites are vulnerable to attack, privacy violations and data leakage. Tala extends data security and privacy to the browser, with zero impact on website performance, user experience or Ops resources. Our patented analytics engine informs the AI-powered automation of advanced, standards-based web security technologies to protect the modern web.



A UNIQUE TECHNOLOGY PLATFORM FOR SECURITY AND PRIVACY

Our unique technology platform comprises two core products that can work together or be deployed on a standalone basis, according to your strategy:

**Tala Protect** stops advanced attacks, such as Magecart, cross-site scripting (XSS), formjacking and more. Powered by web application runtime protection, it hardens websites against browser attacks that threaten data security by automating standards such as CSP, SRI and HSTS, without impacting user experience, DevOps or other resources. Tala Protect includes Tala - Detect as part of a comprehensive security and privacy platform.

Powered by web application runtime detection, **Tala Detect** is a highly sophisticated, continuous monitoring tool that provides fine-grained data discovery, data mapping, data compliance and violation alerting for enterprise websites and applications. Tala Detect is available as a standalone solution, or as part of our defense-in-depth Tala - Protect platform. It requires no implementation or installation.



TALA SECURES THE MODERN WEB

Powered by web application runtime detection, Tala Protect combines patented analytics with automation of standards-based security to protect applications from attack, while providing rich insights into the code running on them.

**Comprehensive analysis and modelling of web application behavior**

Tala builds an Application Information Model (AIM) by automatically analyzing enterprise web applications to extract 150+ fine-grained, security-relevant behaviors on each page.

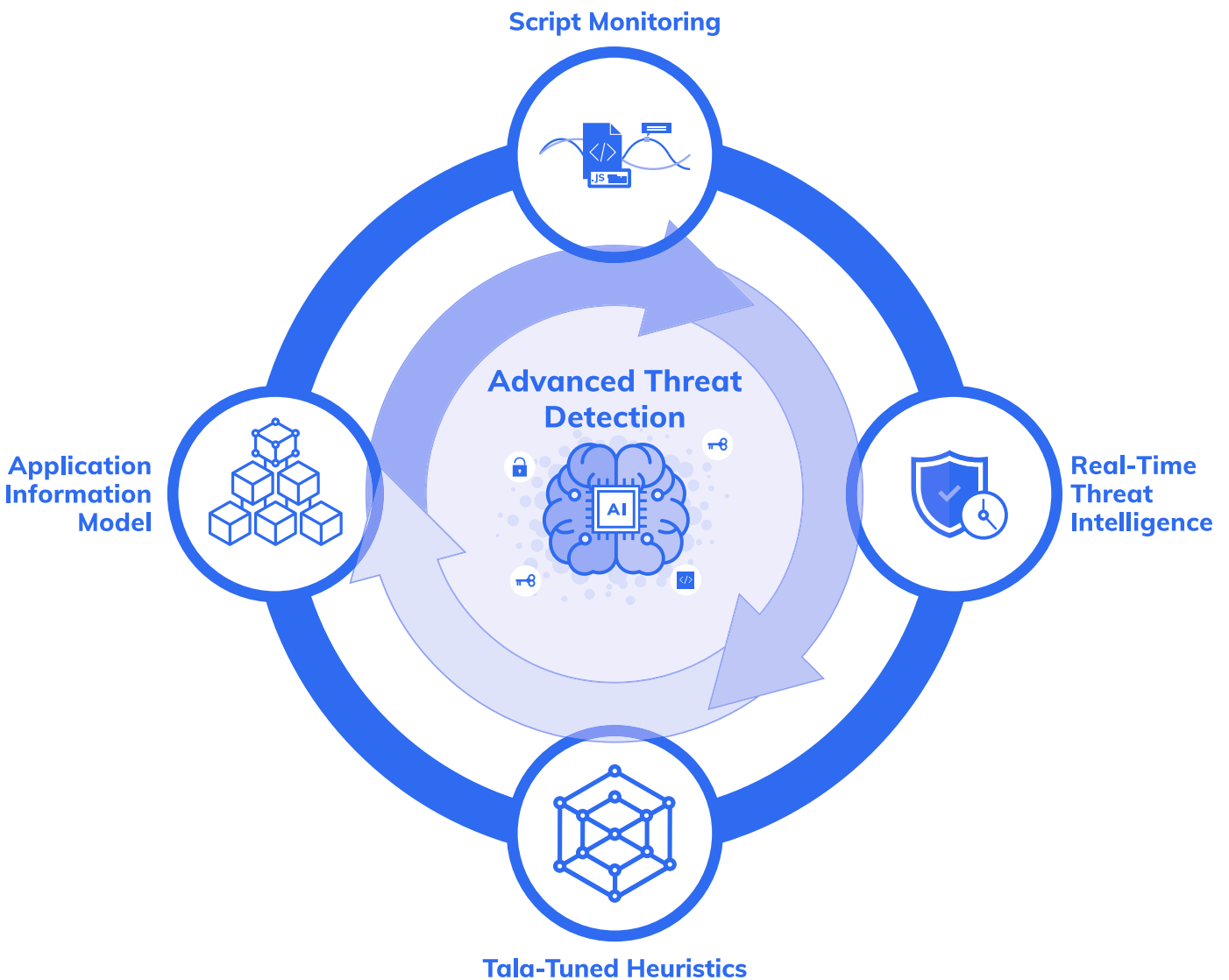
- **Analyze your website supply chain in minutes:** Identify all sources of content and code on your website, including static and dynamically loaded scripts and third-party integrations.
- **Gain comprehensive insight into sensitive data exposure and risk:** Tala analyzes all forms, cookies and storage on websites, including hard to reach pages.
- **Gain visibility into risky JavaScript constructs in your code:** Tala uncovers problematic constructs such as DOM XSS sinks, JavaScript URLs and other unsafe APIs.

Tala's AI-driven engine automatically determines the most precise policies to protect your website, based on page artifacts, script behavior and user device features. Tala policies are continuously updated as and when the website or web application is changed.

### Threat and anomaly detection

Tala continuously monitors website and third party services in real time. Integration with third-party threat intelligence enables organizations to maximize security insights gained.

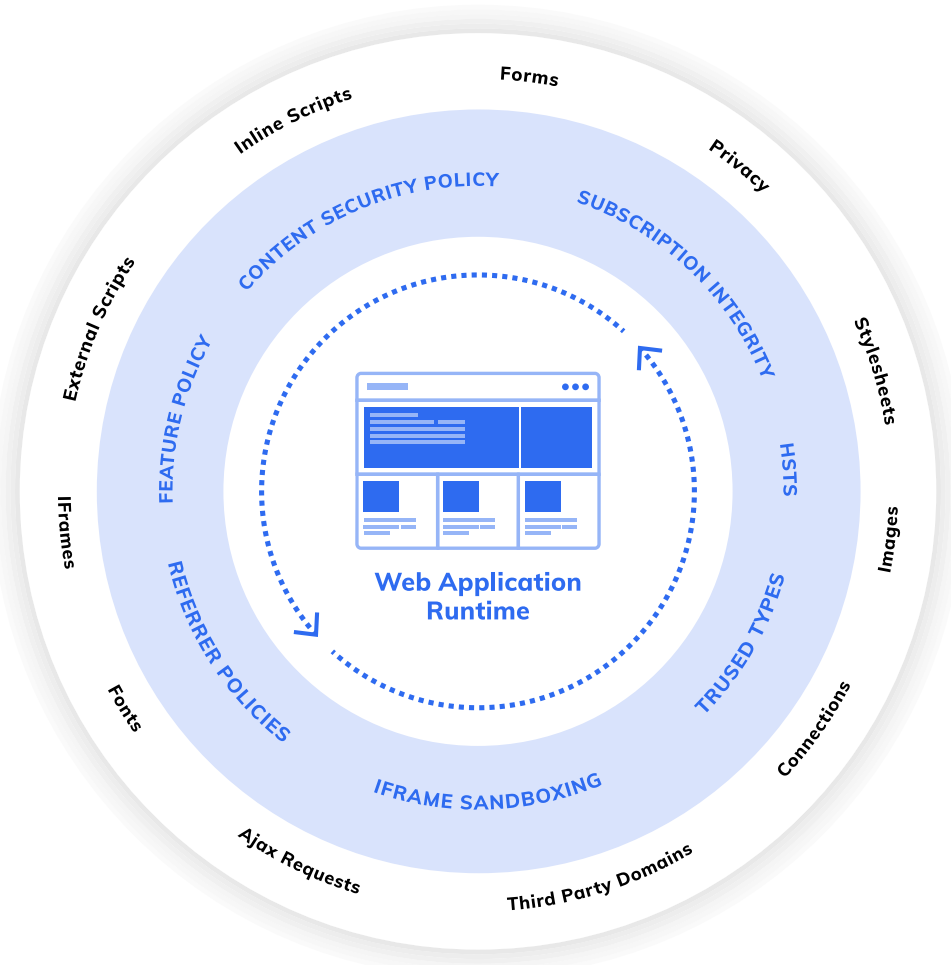
- Record and analyze domain and script changes
- Identify potentially malicious script changes
- Comprehensive threat intelligence from internal and external threat feeds on suspicious domains and JavaScript files
- Threat intelligence and delta analysis of both code and content
- Concise list of actionable events (e.g. 10m raw reports to <10 per day), with remediation
- Analytics on risk patterns and Magecart IOC markers, alerting users to possible attacks and vulnerabilities
- Raw data on attacks, false positives and noise.



## Data security and attack prevention

Powered by continuous analytics, Tala's automation engine provides instantaneous, finely tuned standards-based policies. This dynamic approach ensures comprehensive, future-proof security.

Tala's standards-first approach leverages CSP, SRI and other controls, along with non-inline JavaScript Virtualization to further enhance identification of unauthorized data access. Synthetic JavaScript Virtualization delivers security without the significant performance penalties associated with operating this technology in-line.



## TALA ENSURES DIGITAL PRIVACY

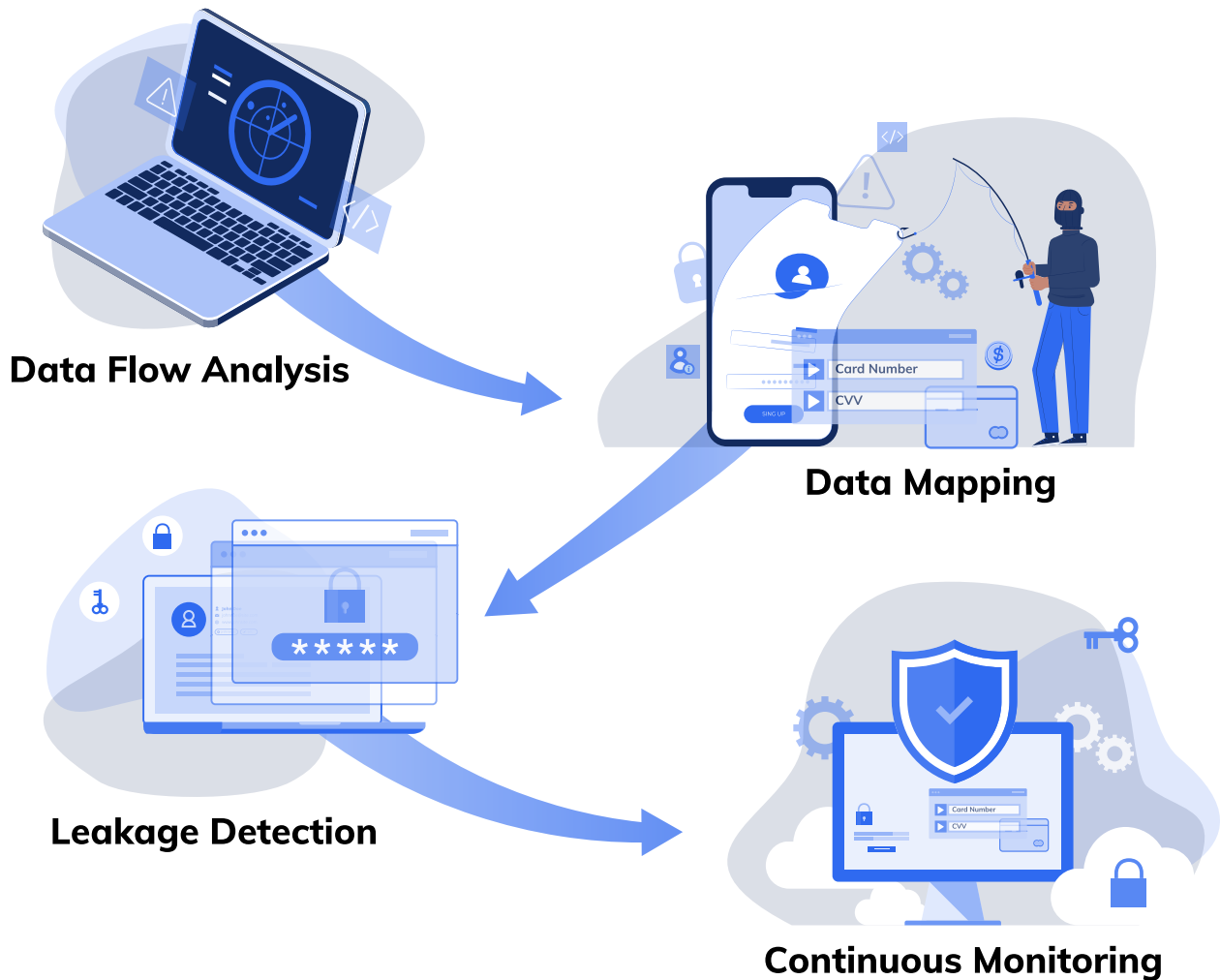
Powered by web application runtime detection, Tala *Detect* is a sophisticated continuous monitoring tool that provides fine-grained data discovery, data mapping, data governance and violation alerting for enterprise websites. Traditional compliance solutions are unable to discover vulnerabilities on websites and web applications, leaving unintended gaps in your compliance strategy, with potentially significant consequences for regulations including GDPR and CCPA. Tala *Detect* tracks data risk across three dimensions:

- **Sensitive data exposure:** Which vendor has access to what sensitive data?
- **Sensitive data readers:** Which vendor actually *reads* sensitive data?
- **Sensitive data exfiltration:** Which vendor actually *sends* the sensitive data out?

## Comprehensive data discovery and mapping

Tala's advanced scanning discovers sensitive information in forms, network requests, cookies and storage, and maps the flow to third parties to drive compliance assessments.

- **Know your data:** Data tracking identifies sensitive data in forms, cookies and local storage - including complex workflows
- **Track your data:** Data is tracked across three dimensions: exposure, capture and exfiltration/leakage. This includes JavaScript detection, including coding risks, script analysis and domain changes.
- **Know your vendors:** Vendor mapping and periodic audits, including:
  - Mapping to third parties
  - Mapping to fourth, fifth and other 'piggybacking' vendors the website owner may not even have a contract with
  - Both malicious and inadvertent exposure / leakage is mapped
  - Continuous inventorying and monitoring of website and third-party services



## Sensitive data protection and governance

Tala's data protection controls protect sensitive data from unauthorized access by both malicious and trusted third parties, ensuring compliance with data regulations. Gain visibility into sensitive data leakages for incident response, SOC, data protection and risk & compliance teams (VRM, TPRM tools):

- Real-time alerting, classification and prioritization of attacks and security events
- Insights into the initiation chain or website calls that ultimately caused the leakage of sensitive data (providing important information for investigating leakages)
- Automated standards-based security protects sensitive data from attack via Magecart, cross-site scripting (XSS), formjacking and more, protecting against evolving, real-time risks to privacy.
- Comprehensive reports on sensitive data discovery and mapping, useful for CCPA/GDPR compliance.
- Conduct data leakage analysis and audits for sensitive workflows on the web application to ensure data compliance

## The Tala Technology Platform

### Automated, In-Depth Scans



- ✓ Fully dynamic scan (not just statically loaded JS)
- ✓ Captures complex workflows that are hard-to-reach which normal scans
- ✓ Support for multiple authentication options
- ✓ API support for CI/CD integration

### Data Tracking



- ✓ Identifies sensitive data and PII in forms, cookies, and local storage
- ✓ Data tracked across 3 dimensions – exposure, capture and leakage
- ✓ Data exposure – which vendors can read the data?
- ✓ Data capture – which vendors are actually reading the data?
- ✓ Data Exfiltration and Leakage – which vendors are actually collecting the data?

### In-Depth Behavioral & Risk Analysis



- ✓ 100+ behaviors recorded per page
- ✓ JavaScript (dynamic, static, first-party, inline), iFrames, images, CSS, XHR, event handlers, plug-ins, loading sequence graphs, etc.
- ✓ JavaScript coding risks, exposure to DOM injections etc.

### Threat & Anomaly Detection



- ✓ Continuous monitoring of website and third-party services
- ✓ Record and analyze Domain, script changes
- ✓ Identify of potentially malicious script changes
- ✓ Integration with third-party threat intelligence

### Real-Time Protection, Recommendations & Analytics



- ✓ Instrumented via CDN, web server, load balancer, app middleware
- ✓ Automated policies for protection: CSP, SRI, HSTS, iFrame sandbox, ...
- ✓ Recommendations to reduce coding risks
- ✓ Improve cyber-risk rating scores

Tala is the leading Security and Privacy platform for the modern web. Our unique approach enables enterprises to deliver a seamless customer journey and rich user experience without putting sensitive data at risk or compromising performance or user experience. [Book your demo today.](#)