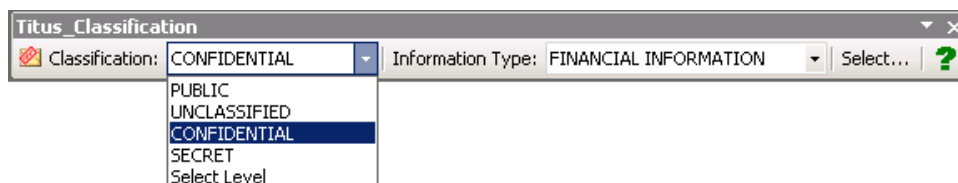


## Top Five Reasons for Information Labeling

Titus Labs provides information labeling solutions for Microsoft Outlook and Microsoft Office. This easy to use solution provides a familiar toolbar in the Microsoft Office environment which gently encourages users to label their information.



REASONS	BENEFITS
<p><b>1. Awareness</b> Information Labels clearly identify the existence of confidential and sensitive information in email and documents</p>	<p>If users can quickly identify the sensitivity of information in email or documents by looking at the visual labels (header / footer etc), they are less likely to mishandle or incorrectly distribute the information. This will reduce inadvertent disclosure of sensitive information, and will enhance information handling for privacy compliance.</p>
<p><b>2. Enforcement</b> Forcing the application of information labels before emails can be sent, or documents can be saved, provides a means to implement existing corporate classification policies</p>	<p>Many companies have existing document classification policies, but have no way to enforce the policy. The Titus Labs labeling solutions can force users to select information labels before an email is sent or a document can be saved. This feature will enforce existing corporate policy.</p>
<p><b>3. Accountability</b> When the user creates and labels new email or documents their labeling decisions can be recorded in an audit log.</p>	<p>If users are made accountable for the type of information they create and distribute this will result in a lower occurrence of inadvertent disclosure and information leakage.</p>
<p><b>4. Automation</b> Information labels can be used to automate the application of encryption or other security to ensure the security of email.</p>	<p>Administrators can configure encryption at either the desktop or the gateway to automatically occur based on the selection of certain labels, such as "Internal Use Only". This removes the complexity of encryption or DRM from end users and ensures that critical traffic is not being sent out unprotected.</p>
<p><b>5. Compliance</b> Information labels can be used to comply with legislation such as HIPAA, SOX, Gramm-Leach-Bliley, FISMA and many others.</p>	<p>Once information is labeled, users can make more informed decisions on how to properly handle sensitive information to be in compliance with legislation. In addition, email archiving systems can read the label metadata and execute appropriate archiving and retention policies based on the type of information.</p>