



## Unlock the power of GenAI with Check Point Security

### The GenAI revolution is here. What are the implications?

Generative AI is revolutionizing the way we work. Developers are debugging their code faster, finance can doublecheck their numbers, and content creators get an extra pair of digital hands. However, with exponential productivity comes exponential risk. The convenience of GenAI tools can easily lead to the sharing of sensitive data, while jeopardizing your ability to meet regulations.

### Conventional tools were not designed for AI

Unfortunately, it is difficult to monitor and prevent these risks using conventional security tools. Why? Because yesterday's data loss prevention (DLP) tools were built for the age of predefined keywords and patterns. They fail to understand the context of unstructured data, which is typical of GenAI prompts that are inherently conversational.

### Check Point lets you adopt GenAI safely

Embrace the GenAI revolution safely. Implemented in minutes, Check Point's GenAI security solution discovers the GenAI services used in your organization, assesses their risk, and applies groundbreaking AI-powered data protection so you can adopt the latest services without the added risk. Discover shadow and sanctioned GenAI applications, prevent data loss and make informed GenAI governance decisions while meeting regulations.

#### **Discover and assess risk of GenAI app usage in your enterprise**

- Discover sanctioned and shadow GenAI apps used by employees e.g. ChatGPT, Gemini etc.
- Gain visibility into top GenAI app use cases e.g. coding, marketing, data analysis, etc.
- Uncover sources of data copied into prompts, e.g. data copied from email, CRM, etc.
- Get insights into risky GenAI activity at the application and session level

#### **Prevent data loss in real time to keep intellectual property safe and address privacy concerns**

- Prevent data leakage during GenAI use with customizable policy, including copy/paste restrictions
- Apply Check Point's transformative AI-powered data analysis to accurately classify conversational data within prompts

#### **Meet regulations with enterprise-grade visibility, monitoring and reporting**

- Get granular monitoring and audit trail to facilitate regulatory compliance
- Create customizable reports to demonstrate progress and share with the board
- Gain visibility into risky events, including specific user prompts

## How It Works

Check Point's GenAI security solution lets you take control of GenAI usage across your organization by making informed GenAI decisions and applying policies with a choice of enforcement products.

### Browser Extension

Using a lightweight browser extension, you can prevent the submission of prompts containing sensitive data, and even block the copy-pasting of sensitive data into GenAI applications. Customers of Harmony Browse, Harmony Endpoint and Harmony SASE Essentials+ can upgrade to receive the newest GenAI discovery and DLP capabilities while non-customers can get started in minutes.

### Harmony Next-Gen DLP

In the background, Check Point's GenAI security solution uses our next-gen Harmony DLP cloud service to recognize sensitive unstructured data in prompts. You can leverage our advanced DLP service for other data protection needs across your workspace to recognize over 700+ predefined data types, custom data types, sensitive data within images using optical character recognition (OCR) and more.

## Check Point's GenAI Security is different

### Installs in Minutes

Unlike other solutions that require extensive integration, the browser extension installs with a few clicks. This means you can start uncovering your GenAI landscape and enforcing policies right away.

### Visibility into GenAI Use Cases

To help you make informed decisions, the solution uncovers the top use case categories for GenAI usage in your organization, which may include marketing content, code generation, data analysis, and others.

### AI-based Grasp of Context

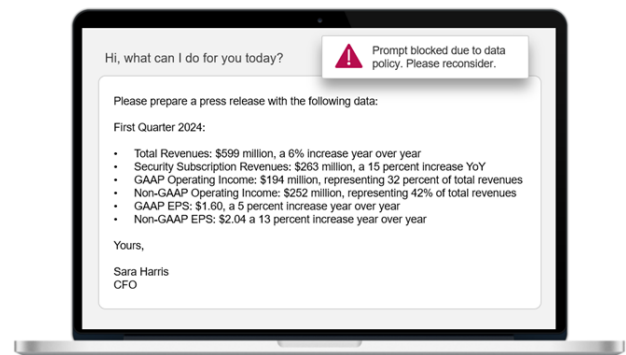
To understand whether content entered into a prompt is sensitive, we use transformative AI-powered data analysis that identifies context to deliver precision control, while avoiding the need to define cumbersome data-types.

## Get Started Today

Worried about GenAI? Help is just a few clicks away. Join the [Preview Program](#) today!



*Dashboard with App Inventory and Risk Insights*



*User Notification that Sensitive Data has been Identified*