

PRIVACY BY DESIGN



Protecting the user's personal information is a core-value from the start.

NuData Security, a Mastercard company, develops web- and app-based security solutions with privacy and data protection in mind. We validate online users based on their behavioral and device information and only collect the minimum data required to do so. NuData's obfuscation techniques and security measures offer online validation solutions that protect every user's privacy.



1. Collecting data respectfully

When a client integrates the NuData solution, they choose what data points they share with us.

During this process, the client's platform observes the user interaction and creates an input profile that includes the device, connection, and location information.

Because some of the data points may be considered personal information, NuData provides clients with obfuscation tools such as salting and hashing to further protect every user's privacy. Clients can use these tools to achieve varying degrees of de-identification before sending data to us.

This real-time process is the result of our **privacy-by-design** approach to online security.

2. Storing data in a place you trust

NuData offers cloud servers in different regional locations, including the U.S. and Europe, to securely store and safeguard data. This allows clients to remain compliant with their country's regulations.

3. Non-invasive data collection

NuData integrates into web and native mobile applications with lightweight, frictionless data collection methods.

Invasive practices such as port scanning, code analysis, and application monitoring are not necessary to maintain NuData solutions' high accuracy.

Port-scanning and similar monitoring practices that other providers use can access unnecessary user data and alter the website or app's functionality.

NuData solutions deliver state-of-the-art security, built with deeply ingrained **privacy by design** principles. NuData takes a transparent approach that only gathers the data defined by the client.

4. All NuData solutions adhere to

Rigorous standards to ensure the safety and security of data, such as GDPR, PCI, and SOC2, among others.

Your user's privacy and data security are at
the core of every NuData solution.