News & Reports

Gartner®: Security Leaders' Guide to Data Security in the Age of GenAI

"By 2027, organizations incorporating intent detection and real time remediation capabilities into data loss prevention (DLP) programs will realize a one third reduction in insider risks."

The rapid adoption of GenAI has revolutionized how organizations use data to drive business, but the associated rise in data loss and compliance risks has exposed the weaknesses of traditional data security programs.

In this report, Gartner® discusses a multidisciplinary approach that melds process, policy and technology and sets business objectives as the foundation of data security strategy.

The research provides insights into:

• Developing data security governance processes for risk identification and prioritization

• How privacy and compliance regulations impact data security

• Understanding and classifying data

• Implementing effective DLP through programmatic optimization and adaptive, risk based approaches

• Controls for data at rest, securing structured and unstructured data

• Integrating siloed data security controls and technology consolidation

We feel this report is essential reading for security leaders looking to enable the safe use of GenAI, without disrupting business innovation and productivity.