Enterprise Strategy Group™
by TechTarget

Reinventing Data Loss Prevention: Adapting Data Security to the Generative AI Era

Enterprises need to provide access to sensitive data while controlling against the unauthorized disclosure of that information from inadvertent leakage, insider threats, and outside attacks targeting data. Work-from-home and bring-your-own-device initiatives pose increased data loss prevention (DLP) challenges, and generative AI (GenAI) has opened new avenues for data leakage. Although DLP is a top investment category when it comes to data security, enterprises continue to struggle to classify data and control against data loss. Informa TechTarget's Enterprise Strategy Group recently surveyed IT and cybersecurity professionals to gain insights into these trends.

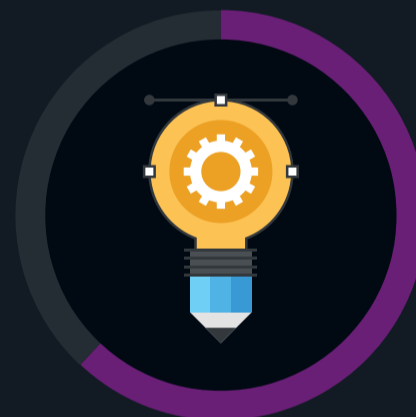Notable findings from this study include:

52%
of organizations have **experienced at least one sensitive data loss event** in the past year.
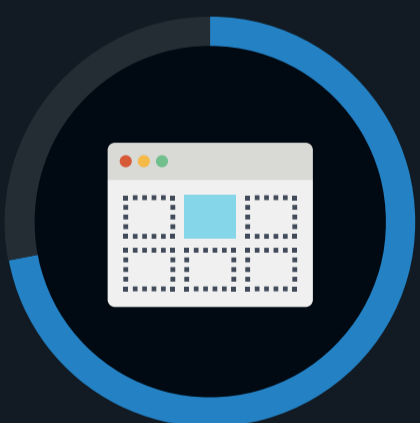
58%
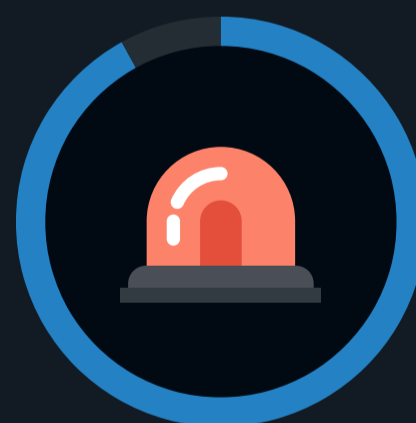of organizations use DLP solutions to gather context around sensitive data loss events.

62%
of organizations intend to implement a new DLP tool for a specific use case in the next 12-18 months.

72%
of organizations find it challenging or very challenging to administer and maintain their existing DLP technology solutions and policies.

92%
of organizations consider it important or very important to effectively reduce DLP alert noise.

91%
of organizations plan to **increase spending on DLP solutions** in the next 12 months.

For more from this Enterprise Strategy Group study, read the full research report, *Reinventing Data Loss Prevention: Adapting Data Security to the Generative AI Era.*

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