

How modern coding, AI and cloud impact your data protection strategy



Developer code fuels modern business, but is harder to secure than ever

10M new

hard-coded secrets exposed in public GitHub commits in 2022¹

+67% from 2021



Emerging AI tools pose major unknowns for data exposure

71% of IT leaders

are concerned that generative AI will introduce new security threats to their data²



Sprawling cloud and SaaS apps put more data at risk

82% of breaches

involved data stored in cloud environments³



89% of CISOs

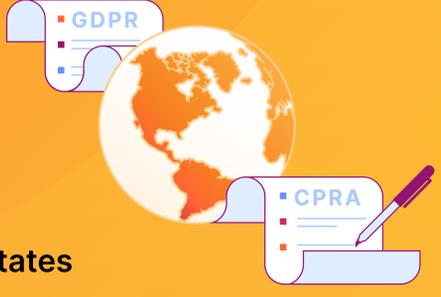
say that moving fast with digital transformation initiatives introduces unforeseen risks in securing company data⁴

Regulation is catching up globally...

71% of countries have legislation to secure the protection of data and privacy⁵

India's DPDP Act to safeguarding personal data — passed in Aug 2023

Switzerland's revFADP goes a step further than GDPR — enforcement in Sept 2023



...and in the United States



11 U.S. states with comprehensive privacy laws⁶

CPRA significantly amended & expanded the CCPA — “operative” on Jan 1, 2023



SSE/SASE-Unified Data Protection

Overcome the risks of modern coding & AI with Cloudflare

One platform

to secure data everywhere – across web, SaaS, and private apps

Built on one network

uniquely architected to evolve with agility to meet modern data protection needs



Secure developer code

Detect and block source code in up/downloads. Find and fix misconfigurations in SaaS apps and code repositories.

- **GitHub**
- **GitLab**
- **Bitbucket**



Data exposure visibility

Regain visibility and controls for sensitive data across SaaS apps, shadow IT, and emerging AI tools.

- **OpenAI**
- **Bard**
- **GitHub Copilot**



Comply with regulations

Detect and control movement of regulated data. Push logs to SIEM for audit trails.

- ✓ **GDPR**
- ✓ **CCPA**
- ✓ **GLBA**
- ✓ **HIPAA**
- ✓ **DPDP**
- ✓ **CPRA**
- ✓ **PCI DSS**
- ✓ **ISO**