



WEST

Summit & Awards

20
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Data Protection and Privacy Geo-Fencing

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Nominee Showcase Presentation

Company Overview



Natera™ is a global leader in cell-free DNA testing, dedicated to oncology, women's health, and organ health

- “Shift-Left” for healthcare
- 4,000~ employees and contractors globally
- \$1 B~ revenue, IPO in 2015
- Under multiple regulations: HIPAA, FDA, PCI-DSS, SOX, GDPR, CPRA, and other applicable privacy laws and regulations



Presentation Overview

- Problem Statement
- Project Deep Dive
- Lessons Learned
- Q&A



Problem Statement

Why Important

► Challenges

The recent warfare and geo-political tension created comprehensive impacts on cybersecurity and privacy.

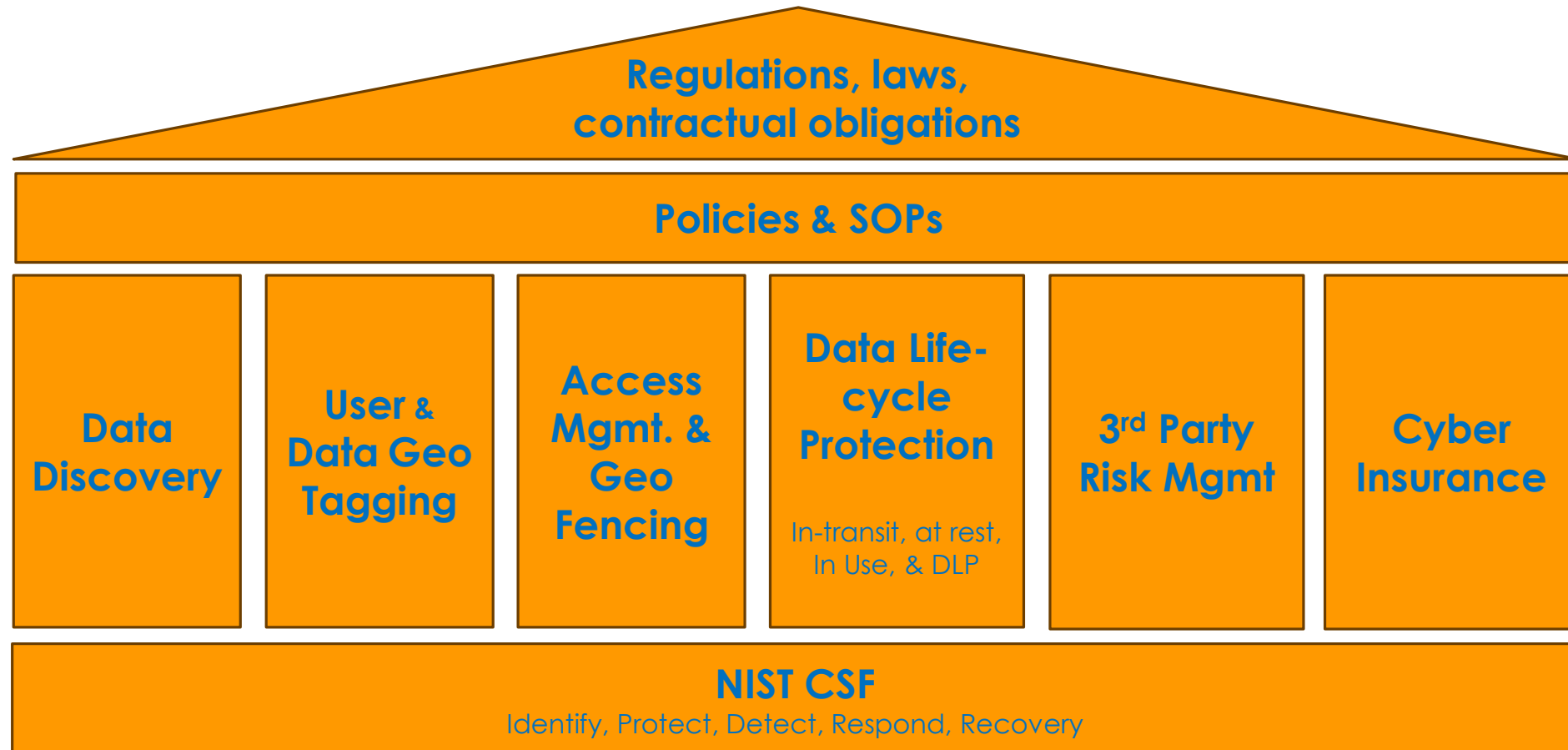
- Growing data security and privacy concerns
- Supply chain and third-party risks
- Battling advanced threats under resource constraints

Establishing a highly secure, resilient, and efficient data protection program is mission critical to many healthcare organizations.



Data Protection & Privacy Geo-Fencing

Project successfully established sustainable data access geo-fencing meeting complex security and privacy requirements in US, EU, and multiple other countries.



Lessons Learned/Best Practices

- Start with **business drivers**
- Focus on security **culture**
- **Reduce the size of the problem**
- **Prioritization** is mission critical
- **Be systematic** with technology, people, process
- **Transfer residual risks** through contractual management and cyber insurance

