

6 CHANGING Security Priorities FOR 2024

According to Gartner's latest *Market Guide for Data Loss Prevention*, the DLP market is evolving to more risk-based, adaptive data protection techniques. Here are 6 key priorities to consider when planning your organization's 2024 data protection strategy.



Embrace the evolving DLP landscape

Integrate DLP with Insider Threat Management to adapt to decentralized and cloud-based workplaces.



Prioritize insider threat detection

Proactively identify and address risky user behaviors with context-driven tools.



Expand cloud, browser, and endpoint security

Ensure comprehensive visibility across endpoints, the web, and cloud applications to detect data leaks or thefts.



Invest in security awareness training

Continuously educate your team and employees with user-friendly tools.



Develop a flexible insider response plan

Implement differentiated responses based on the nature of the threat.



Rethink traditional DLP approaches

Focus on user-centric risk monitoring instead of heavy content inspection.

Discover *Code42 Incydr's* risk-based, adaptive, and holistic approach to data security. And for other insight on preparing for evolving data threats, check out *more about the Gartner Market Guide for Data Loss Prevention*.

