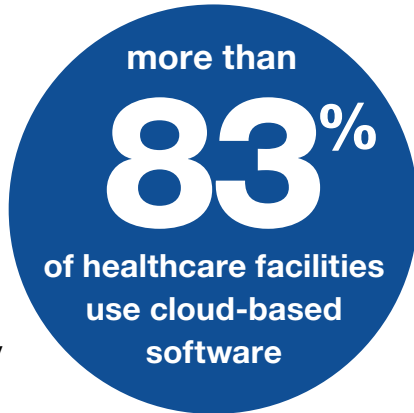


SureTrend[®] Ensures Data Security



Introduction to Cloud-Based Data

Due to the wide range of institutions and operations that rely heavily on large amounts of data, cloud-based data management has rapidly evolved into a safe, efficient and reliable means for handling data. Today, more than 83% of healthcare facilities use cloud-based software to manage their data, including sensitive patient information. Food safety professionals such as farmers, food processors and supply chain companies have turned to the cloud to manage complex supply chains. Government organizations such as NASA and consumer focused companies such as Netflix trust and rely on cloud-based data management to handle sensitive information because it provides significant accessibility and security advantages over on-premise servers and local hard drive storage.



SureTrend[®]

SureTrend is an easy-to-use data analysis platform that comes free with every EnSURE[®] Touch. SureTrend enables users to monitor, track, and trend test results across multiple facilities, making risk management easier than ever. When choosing our cloud services provider, Hygiena[®] considered many options, ultimately selecting Microsoft Azure. Over 95% of Fortune 500 companies use Azure and rely on its 30+ years of experience serving enterprise customers with a comprehensive set of security and compliance offerings. With these data management solutions, we know data in the cloud is protected by Microsoft's advanced security protocols and 24/7 support team which significantly exceed what most companies can provide for a computer hard drive and on-premise servers.

Chief advantages of cloud-based software are flexibility

and maintenance. Data can be securely accessed by authorized users from any computer, providing immediate access to test results supporting robust environmental risk management systems.

Data Security

In designing SureTrend, one of Hygiena's top priorities was ensuring data security. Hygiena prevents unauthorized access to data through data encryption and secure passwords. Every field and piece of data is encrypted, from the moment it enters the system, during transit to the "Azure" data center, and during storage. Data in the cloud is protected by transparent data encryption (TDE). The results stored in SureTrend are always safe and anonymous. Data can only be copied or exported to comma-delimited formats and Excel by authorized users. All communication is secured via SSL encryption (TLS 1.2 128-byte). Details are available on [SureTrend's Privacy Policy](#).

Security advantages of cloud-based data management:




- Always encrypted automatically, in storage and in transit
- Secure backups automatically run every few minutes
- All events, including access attempts, can be audited
- Automatic application updates (including security updates)
- Active customer support

For on-premise data storage and management, none of the above features are automatically available. Some features, such as data encryption, two-factor authentication, application updates and certifications are limited in applicability.

The chart below shows the advantages of cloud-based data management over local servers.





DELIVERED AND HOSTED ON THE INTERNET

 Automatic Updates Made Remotely	 Access for Multiple Devices
 Bi-Weekly Security Penetration Scans	 One Platform Multiple Locations
 No Installation	

- Software is hosted on reliable cloud servers with enterprise-level security measures.
- No installation or additional equipment is required.
- Hygiena handles updates and product enhancements.
- Accessibility for multiple devices and users authorized at multiple locations.



MANAGED AND HOSTED LOCALLY

 Limited Accessibility
 Feature Lock-In
 Limited Security Support

- On-premise software is managed and hosted locally.
- “Feature lock-in”; usually limits the solution features the product came with at time of purchase.
- Access generally limited to the device(s) the software was originally installed on.

Data Management and Ownership

SureTrend users own their data and can remove it at any time. Security is further enhanced with the ability to control access with account roles. The account Owner has access to all data for all of the account’s facilities and can set up other users as Administrators or SureTrend Users depending on the level of access they need.

Software Updates

Software updates to SureTrend are automatic. Every time users log in to SureTrend, they are using the latest version. On EnSURE Touch, users connect to Wi-Fi before initiating an update. Performing software updates and syncing with SureTrend ensures data is safely backed up to the cloud and that the most recent software updates are applied to EnSURE Touch.

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