OCR

Optical Character Recognition

Technology

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In the modern age of communication, your organization needs email in order to conduct business. Images and PDFs, for example, seem that they would be safe from potential data breaches and leaks. However, that's no longer the case. Cybercriminals have begun using images in malware and phishing attacks with great success.

In many industries, such as the healthcare and financial industry, sensitive data is often sent in images via email to various parties. These images, if exposed to the wrong person, can cause massive damage to both the person whose information was leaked and the organization itself. Employees may be easily fooled by a hacker who seems legitimate, but in reality is using a phishing scam to mine valuable data.

Optical Character Recognition (OCR) is a fantastic tool to fight against these types of cybersecurity attacks. Artificial intelligence combined with OCR is revolutionizing how organizations are fighting against image-based phishing and malware scams. It may be helpful to understand OCR and how it works before we get into how it can improve your organization's cybersecurity efforts.

What is Optical Character Recognition?

Optical character recognition is a technology used to convert images of typed or handwritten text into a form that a machine can understand. This technology can be used to detect various documents such as passports, bank statements, scanned checks, drug prescriptions and many more.

Many people are quite familiar with OCR, even though they might not recognize the formal name for it. For example, many of us have used the 'Control-F' command to search for a particular word or phrase in a document. OCR converts the PDF or document into an editable and searchable file. Users are then able to easily search through the PDF or document using 'Control-F.'

Now that we have an understanding of what OCR is, let's jump into how it can help your organization defend itself against all types of cybercriminals.

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How Trustifi's OCR System Improves Email Cybersecurity

Traditional OCR systems are overly complex, time consuming, and too inaccurate for most companies to implement. That is no longer true, as artificial intelligence has kicked open the door for use of OCR technology in email attachment-scanning.

Using Trustifi's AI-powered OCR system, employees will be able to detect threats and prevent the dissemination of confidential information with cybercriminals. Employees in critically sensitive information sectors, such as finance or healthcare, will be able to use this new tool to improve their own email security.

Trustifi's tool can recognize the critical elements of a financial statement, credit card and way more. OCR will detect sensitive information even if it isn't the primary focus of the image and may be somewhere in the background. [There have been cases where people didn't notice that an image showed their credit card in the background and it was used by hackers.]

Once the OCR system recognizes that the attachment is sensitive, it will automatically encrypt the attachment. This reduces chances that employees will send confidential information unprotected.

As well as automatically encrypting sensitive attachments, the OCR system will also show the user the confidential information in the attachment. The sensitive material appears in graphic form to the end user. This will make it much easier for employees to understand the potential consequences of sending sensitive information to hackers. Additionally, the extra step will encourage employees to stop and think before sending email, thus stopping hackers and their phishing schemes.

Many OCR email detection systems are cumbersome and require the user to manually scan their PDFs and images for sensitive content. Trustifi's new OCR tool is part of their one-click email cybersecurity solution, which is focused on making email cybersecurity as simple as can be for the end user.

Trustifi's OCR system will only become more secure in the future as an ongoing database of images will be generated as the artificial intelligence flags and encrypts images. This valuable database will help employees to quickly identify phishing scams that the system has identified in the past. Hackers will not be able to pull the same scam twice.

Contact Trustifi today to learn more about the new OCR tool. Employees will utilize this tool in addition to a suite of other Trustifi systems to protect all of your sensitive information. Your organization will be able to fend off phishing schemes and protect critical information better than ever before.

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