


# Email Encryption using ZIX

Effective March 15, 2016



**Atlas Insurance Agency**  
Classes: March 9, 2016, March 11, 2016  
Updated 03/14/2016

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# Why do I have to encrypt email?

- Atlas transmits private or sensitive information by email
- It's the law
  - Federal Regulations – HIPAA HITECH
  - State Privacy Regulations
- Establish trust with customers and business partners

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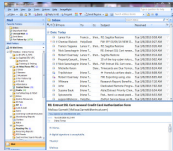

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# The Solution

## Zix Email Encryption



- To SEND securely to clients, company underwriters, banks & financial institutions
- To RECEIVE securely from clients, other third parties

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## I'm Sending an Email How Does It Work?

### TRANSPARENTLY!

- Zix scans email content & attachment automatically – encrypts if “Lexicon” match is found

### OR TRIGGERED BY YOU

- “Encrypt and Send” Button in Outlook
- Type ENCRYPTME in subject line in Outlook, Webmail or ActiveSync

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## My Recipient's Experience How Does It Work?

### TRANSPARENTLY!

- When Zix sees a secure tunnel – then in the recipient's Inbox

### OTHERWISE,

- An email notification in the recipient's Inbox directing them to ZixPort to retrieve/send email

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## Lexicons - Healthcare

### Protected Health Information (PHI)

- 18 identifiers - Social Security Number, Date of Service, Medical record #, telephone #, fax, email, Health Plan...
- Health information – Diagnosis, treatment...

### Example:

Here's the info you requested on patient Jane Doe, SS# 123456789. She saw Dr. Smith at General Hospital approx 5/15/2014 and began taking tamoxifen, prescribed for 12 months. Her last visit as of 7/14/2015 shows no cancer.

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## Lexicons - Financial

### Financial

- Financial Terms – refinance, deposit, balance transfer
- Financial Identifiers – SSN#s, Loan #s, Account #s
- Credit Card Numbers

#### Example:

Sorry for the delay in getting back to you. Here is the credit card account info: 5403 1500 0001 0000 MasterCard Exp 06/2016

This lexicon was too rigorous and replaced by Personal Financial & State Regulation lexicons

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## Lexicons –Personal Financial & Credit Card

### Financial Identifiers

- SSN, VIN, Account Numbers, but not Policy numbers

### Financial Terms

- Banking, General Financial terms

### Credit Card Numbers

#### Example:

Sorry for the delay in getting back to you. Here is the credit card account info: 5403 1500 0001 0000 MasterCard Exp 06/2016

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## Lexicons – State Regulation

- Hawaii Drivers License Number (H followed by 8 digits)
- Hawaii State ID Number (A followed by 7 digits)

#### Examples:

Here is Fox Scully's Hawaii Drivers License H98765432.  
My HI State ID is A0061237.

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## Lexicons – SSN

**Social Security Number  
SSN**

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## Lexicons - Profanity

### Profanity

- Will not encrypt but will flag subject line with [Content]

### Some Examples:

- Debasement of the referent
- Considered taboo in polite usage
- Vulgarly

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## Zix

**Outbound Emails  
What about incoming?**

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## My Client wants to Send a Secure Email How Does It Work?

- Put a link to the ZixPortal in your email signature



- Go to Atlas website for "Send a Secure Message" link



- Encourage them to use our secure messaging service

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## FAQs About Zix

- Message secured by Zix will have this banner

This message was sent securely using ZixCorp by Atlas Insurance Agency

- Any Lexicon in the Subject Line will be NOT be delivered

### Possible SSN Violation in the Subject Line.

zixvpmgateway@atlasinsurance.com

Sent: Tue 3/8/2016 12:06 PM

To: Irene Torres

Message | 555-12-9876 (5 KB)

The e-mail you attempted to send may have contained information that does not comply with corporate policies (security or otherwise) for transmission over the Internet. Please review the subject line, message body and attachments. (The original message may or may not be included here.)

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## FAQs About Zix

- ZixPortal

- Retain emails for 60 days
- Upload documents up to 10 MB
- Desktop, laptop, mobile device like smartphone, tablet
- Compose, reply or forward email from the Portal
  - To anyone with an Atlas email address [anyone@atlasinsurance.com](mailto:anyone@atlasinsurance.com)
- Recipient can save the message or the attachments to their local computer
- Receipt notification to send generated when recipient opens message in ZixPortal

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# DEMO

Go To

Pueo > ZixCorp Email Security

ZixAware for Employee Use

ZixAware for Customer Use

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# DEMO

Go To

Pueo > ZixCorp Email Security

ZixPort link

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# DEMO

Go To

Atlas Insurance website

www.atlasinsurance.com

Secure Email User Awareness Program

Send us a Secure Message

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Notes

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