

# Email Encryption using ZIX

## Effective March 15, 2016



**Atlas Insurance Agency**

**Classes: March 9, 2016, March 11, 2016**

**Updated 03/14/2016**

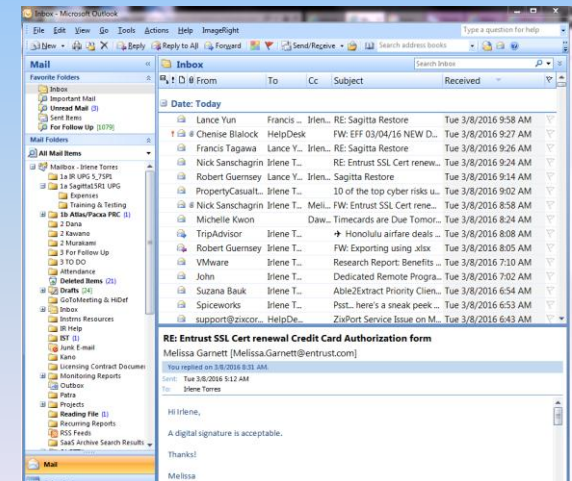
# Why do I have to encrypt email?

- 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

# The Solution

## Zix Email Encryption

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



# 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

# 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

# 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.

# Lexicons - Financial

## Financial

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

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

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

# 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



# 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.

# Lexicons – SSN

**Social Security Number  
SSN**

# Lexicons - Profanity

## Profanity

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

### Some Examples:

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

# **Outbound Emails**

## **What about incoming?**

# My Client wants to Send a Secure Email

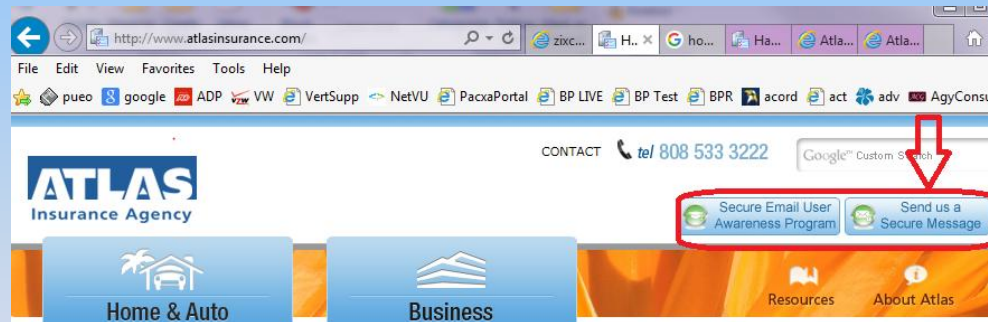
## How Does It Work?

- Put a link to the ZixPortal in your email signature

TO SEND US AN ENCRYPTED EMAIL, CLICK



- Go to Atlas website for “Send a Secure Message” link



- Encourage them to use our secure messaging service

# 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 12:08 PM

To: Irlene 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.)

# 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

# DEMO

Go To

Pueo > ZixCorp  
Email Security

☐ ZixAware for  
Employee Use

☐ ZixAware for  
Customer Use

The screenshot shows a web page for the Atlas Insurance Agency's Encrypted Email User Awareness Program. The page has a blue header with the Atlas Insurance Agency logo and the title "Encrypted Email User Awareness Program". Below the header is a navigation bar with four tabs: "INTRODUCTION", "SENDING ENCRYPTED EMAIL", "RECIPIENT EXPERIENCE", and "FREQUENTLY ASKED QUESTIONS". The "INTRODUCTION" tab is selected. The main content area is titled "INTRODUCTION" and contains three paragraphs of text. The first paragraph states that email has become the preferred method for corporate communication but is not private. The second paragraph explains that to ensure confidentiality and comply with regulations like GLBA and HIPAA, a new email encryption service is being implemented through Zix Corporation. The third paragraph states that Zix Corporation makes encrypted communication easy for both employees and customers. The fourth paragraph mentions that secure messaging is a practical way to conduct business and that the site helps understand encrypted email initiatives. At the bottom of the page, there is a ZixCorp logo and a copyright notice for 1999-2014 Zix Corporation.

**ATLAS**  
Insurance Agency

Encrypted Email User Awareness Program

INTRODUCTION SENDING ENCRYPTED EMAIL RECIPIENT EXPERIENCE FREQUENTLY ASKED QUESTIONS

### INTRODUCTION

As you are aware, email has become the preferred method for corporate communication. However, email is not a private conversation; unencrypted email messages can be intercepted and read.

To ensure the confidentiality of private information sent via email and comply with privacy and regulations such as the Gramm-Leach-Bliley Act (GLBA) and Health Insurance Portability and Accountability Act (HIPAA), we are implementing a new email encryption service through Zix Corporation, the leader in email encryption services.

For both our employees and our customers, Zix Corporation makes encrypted communication easy. ZixCorp's services allow us to send encrypted email messages to anyone, whether they are a ZixCorp customer or not.

Secure messaging is not just a Government mandate; it is a practical way to conduct business. This site helps you understand our encrypted email initiatives.

**zixcorp.**

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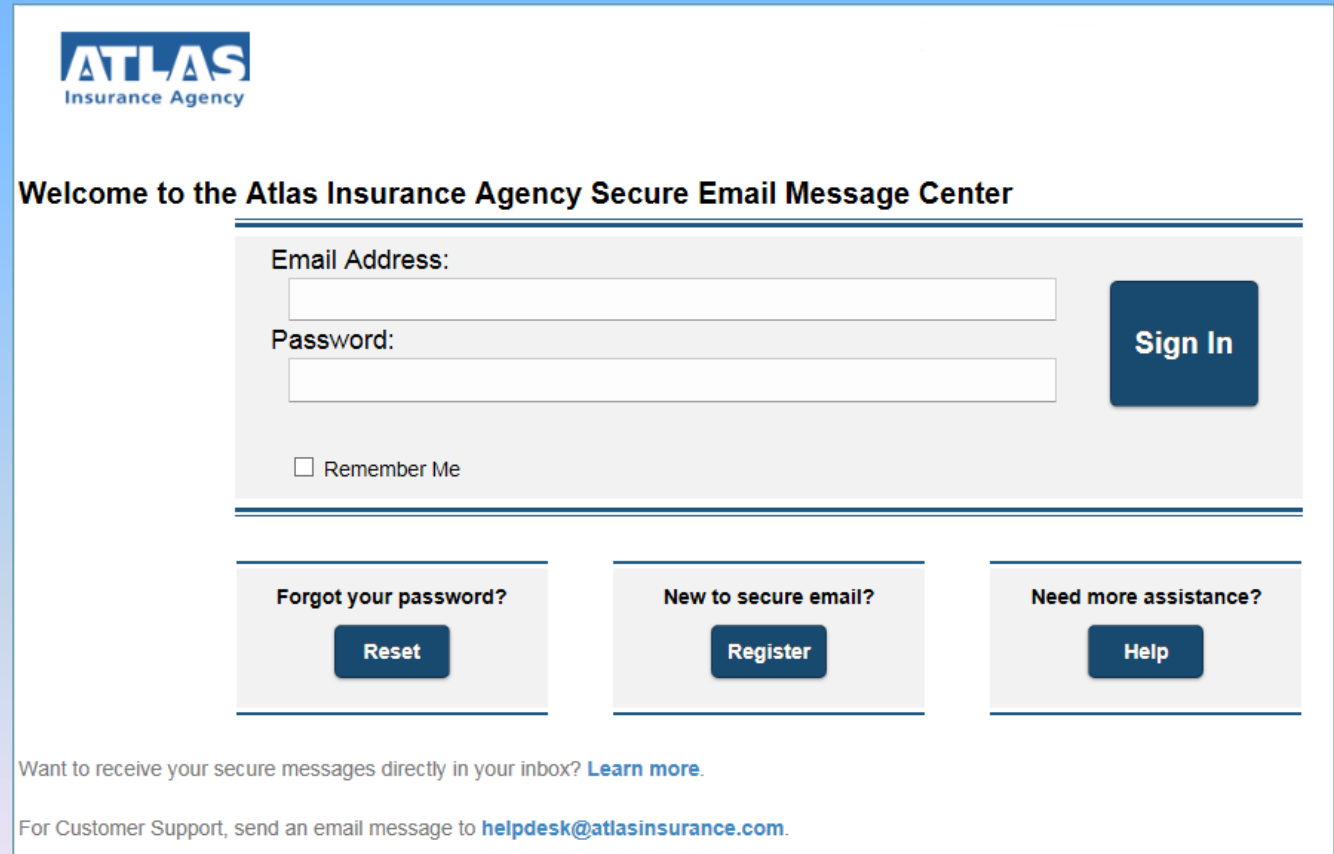


# DEMO

Go To

Pueo > ZixCorp  
Email Security

❑ ZixPort link



The screenshot shows the login interface for the Atlas Insurance Agency Secure Email Message Center. At the top left is the Atlas Insurance Agency logo. Below it, the text "Welcome to the Atlas Insurance Agency Secure Email Message Center" is displayed. The main login area contains two input fields: "Email Address:" and "Password:". To the right of these fields is a blue "Sign In" button. Below the password field is a checkbox labeled "Remember Me". At the bottom of the login area, there are three separate boxes for additional actions: "Forgot your password?" with a "Reset" button, "New to secure email?" with a "Register" button, and "Need more assistance?" with a "Help" button. At the very bottom, there is a link to "Learn more" for receiving secure messages in the inbox and an email address "helpdesk@atlasinsurance.com" for customer support.

**ATLAS**  
Insurance Agency

Welcome to the Atlas Insurance Agency Secure Email Message Center

Email Address:

Password:

☐ Remember Me

**Sign In**

**Forgot your password?**  
**Reset**

**New to secure email?**  
**Register**

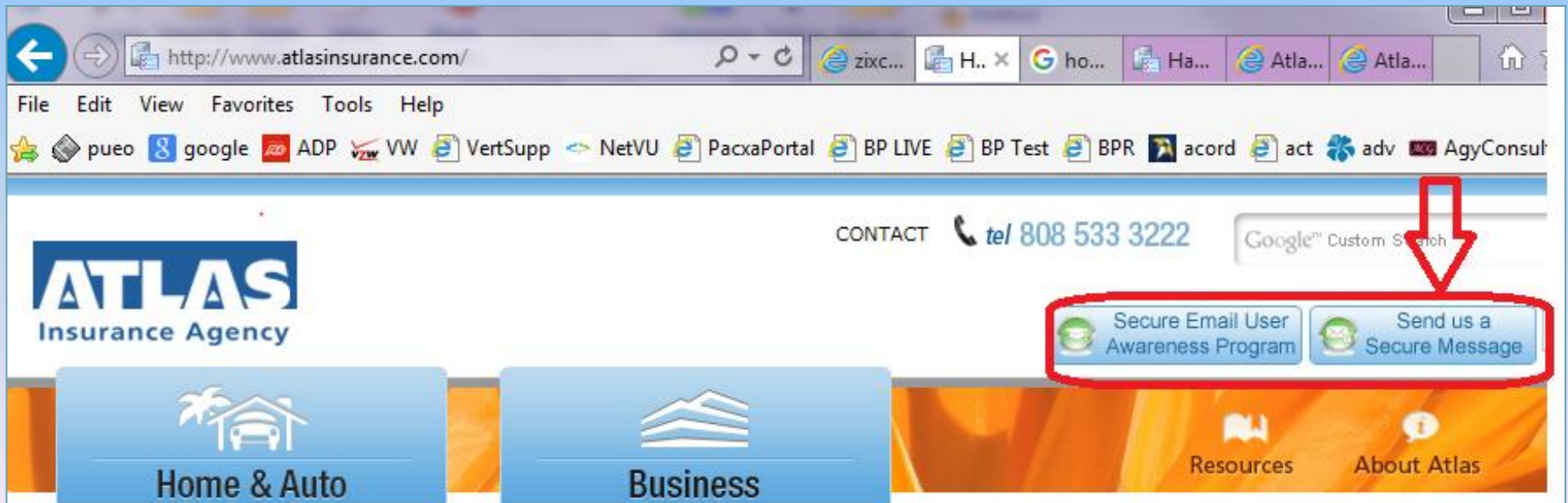
**Need more assistance?**  
**Help**

Want to receive your secure messages directly in your inbox? [Learn more.](#)

For Customer Support, send an email message to [helpdesk@atlasinsurance.com](mailto:helpdesk@atlasinsurance.com).

# DEMO

Go To  
Atlas Insurance website  
[www.atlasinsurance.com](http://www.atlasinsurance.com)  
Secure Email User Awareness Program  
Send us a Secure Message



# Notes