

# CASE STUDY: Care UK Secures Sensitive Patient Data with VIPRE SafeSend



## Industry

Healthcare

## Company Type

Business customer

## Solution

USER & DATA PROTECTION  
SafeSend

## Summary

UK's largest independent health and social care provider seeks to safeguard confidential patient data and mitigate organisational risk by using VIPRE SafeSend Outlook add-in to prevent misaddressed email or incorrect attachments being sent.

## Number of Users

Care UK has 3,500 SafeSend users.

## Challenge

Care UK had basic Outlook Exchange tools in place to prevent email errors, but wanted to strengthen their data protection capabilities.

## Website

<https://www.careuk.com>

“SafeSend is an important part of our tool-kit to help us safeguard patient data and mitigate organisational risk”

Care UK is UK's largest independent provider of health and social care services, operating more than 300 facilities across the UK. With a diverse range of services including running local GPs, out of hours support and residential care services, it is committed to providing every patient and resident with the highest standard of care and service.

As part of our efforts to ensure patient data is protected in the highest capacity, Care UK regularly reviews the tools already in place to keep them working at exceptional levels of safety. In the healthcare industry, accidental leakage of confidential data is a significant risk through constant email communication

SafeSend empowers organisations to take better control of their email safety practices by requiring users to double check and confirm external recipients. In addition to this accuracy tool, attachments within Outlook are required to be reviewed before sending. Confidential data can be protected as companies can define parameters, including a list of approved domains, that will prompt users with a warning when sending an email to a non-approved domain, for example.

With the solution's DLP module, SafeSend further scans attachments and email content for sensitive data, allowing for additional custom rules. Care UK has therefore been able to specify regular expressions within the parameters so that sensitive keywords or data patterns in the email or attachments can be detected, such as confidential patient information or bank account details.

Prior to the implementation of SafeSend, Care UK had inadequate Outlook Exchange tools in place to prevent email errors, but they were not sophisticated enough to instill confidence that mistakes could be averted. Barry Nee, CIO, Care UK comments: “The data that we deal with is highly sensitive information and the responsibility of ensuring that data is protected is something that is of paramount importance to us. While we can't completely eradicate human error, we can do our utmost to train employees and put an additional layer of protection in place, such as SafeSend, to help prevent mistakes as much as possible.”

## END USER & DATA PROTECTION

*“We have not had any issues since implementing SafeSend. I know that if we did or if anything happened, the SafeSend audit logs are there and can be relied upon to track what happened. SafeSend is there as a technical control for us to ensure that people have the tools in place which help to warn them about potential mistakes. It helps to mitigate organisational risks and ensures that our people have the tools they need to keep our data secure.”*

Care UK, CIO, Barry Nee

In addition to providing vital protection against email mistakes, SafeSend can also help users spot phishing attacks – such as an email that appears to come from inside the company, but actually has a cleverly disguised similar domain name. In this instance, SafeSend alerts the user to the fact that the email they are about to reply to is addressed to a non-approved domain.

For organisations that must adhere to strict compliance and regulatory requirements, such as Care UK, SafeSend is a crucial tool that demonstrates that the company is taking the right technical controls around DLP to reinforce compliance credentials. Users must acknowledge the popup that requires them to confirm the email address is accurate and that the attachment is correct. When added to the warning that users get when they are about to send data to a non-approved domain, it's clear that the company has put necessary steps in place to prevent confidential data being sent to the wrong people.

With employee error now the number one cause of data breach or leakage, and increased data protection requirements in place, organisations clearly need robust processes to mitigate the risk of inadvertent data loss. Care UK is a great example of a company taking its responsibility to keep its data secure incredibly seriously, enabling its employees to better manage email and flag potential mistakes – before they hit the send button.

Barry Nee concludes: “SafeSend is an important part of our tool-kit to help us safeguard patient data and mitigate organisational risk. Human error is natural, but with an automatic reminder to double check and consider whether this information should be sent to this person, we have the confidence that data can remain confidential and secure.”

### About VIPRE

VIPRE is a leading provider of internet security solutions purpose-built to protect businesses, solution providers, and home users from costly and malicious cyber threats. Our award-winning software portfolio includes comprehensive endpoint, email and web security, plus threat intelligence for real-time malware analysis, delivering unmatched protection against today's most aggressive online threats. VIPRE® is a subsidiary of J2 Global, Inc. <https://global.VIPRE.com>

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