Bonfy Influencer Brief

Category	Detail
Website	https://www.bonfy.ai/
Company Description	Bonfy.AI's adaptive content security solution, Bonfy ACS™, ensures your organization's content is always safe and compliant, instilling confidence and trust. Acting as a guardian AI, our solution analyzes both GenAI-generated and human-created content, detecting and preventing risks related to cybersecurity, privacy, regulatory compliance, IP protection, business liabilities, and reputational exposures.

Unlike traditional DLP solutions, Bonfy ACS is purpose-built for the unique challenges and exposures posed by GenAI, such as breaking trust and information silos, leaking customer information and intellectual property, violating compliance requirements, and the loss of record integrity. Its AI-enabled technology, leveraging business context and business logic, accurately detects risks in any content and does not rely on error-prone pattern matching, pre-labeled information, or generic classifiers to identify risk. With its modern design, very high accuracy, and out-of-the-box policies, Bonfy ACS delivers quick time to value. By augmenting or replacing DLP and other unstructured data security tools, Bonfy ACS significantly lowers the total cost of ownership (TCO) by reducing the propensity for false positives or negatives and the time and resources spent on investigating and resolving security alerts.

Trusted by regulated and risk-conscious organizations, Bonfy mitigates business risks and ensures compliance with regulatory requirements and internal policies. We empower organizations to leverage GenAI innovations confidently, knowing their content is secure and trustworthy. |
| Value Proposition | To prevent incidents in the use and communication of AI and human generated content, providing visibility and proactive risk mitigation of confidentiality, privacy, compliance, and integrity exposures. |

Company Message	Adaptive content security for the AI-powered organization.
Company Goals	- Ensure ethical and safe of GenAI - Replace or augment existing data security solutions (such as DLP)
Product Name	Bonfy Adaptive Content Security™ (Bonfy ACS™)
Target Audience	- Chief Information Officers (CIO) - Chief Information Security Officers (CISO) - Chief Data and Analytics Officers (CDAO)
Call to Action	- Visit Bonfy.ai - Follow us on LinkedIn and Bluesky - Download our white paper "The Silent Threat: Why Traditional DLP Can't Keep Up with GenAI"
Social Channels	LinkedIn: /bonf-ai Bluesky: @bonfy.bsky.social
Hashtags	#GenAI #GenAISecurity #DataSecurity #ContentSecurity #AIGuardian
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