

Protecting Privacy a Priority

STAR Financial Group insists on security



At a Glance:

- STAR Financial Group

Background:

- Founded in 1943
- 46 banking centers and 14 insurance offices in central and northeast Indiana
- \$1.5 billion in assets
- 735 employees

Issue:

- Needed email encryption to send and receive sensitive data to customers, employees and business partners

Solution:

- Zix® Email Encryption

Benefits:

- Secure messages sent directly to recipient's email inbox
- Customers can initiate encrypted email
- Easy installation and maintenance
- No additional software or training required
- Easy to use for end-users

When it comes to protecting the privacy of its clientele, STAR Financial Group of Indiana goes the extra mile.

"Securing the delivery of information to our customers is a very high priority for us, not only from a legal and regulatory point of view but, more importantly, from the peace of mind it gives to all involved," said Don Smith, STAR Financial Group's Security Information Officer. With \$1.5 billion in assets, 735 employees, 46 banking centers and 14 insurance offices in central and northeast Indiana, STAR is a force to be reckoned with.

To ensure its customers are protected, STAR implemented Zix Email Encryption Services. All outbound email, which number more than 62,500 a week, is automatically scanned for sensitive data, such as Social Security numbers, bank account information and credit and debit card numbers. "It's a totally transparent exercise for our users," said Smith. "Any email that contains confidential information is encrypted. We take this very seriously."

For Smith, the fact that the solution is easy to use was a major factor in choosing Zix. "We needed a service that our staff and customers didn't have to think twice about — something that would automatically take care of encrypting data," said Smith. "And the Zix solution, because it is so simple to work with, was the perfect choice. It's fantastic for both the sender and the receiver — they don't have to worry about what's considered sensitive or not. It's just done."

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STAR Financial Group

About Zix

Zix is a trusted leader in email data protection. Zix offers industry-leading email encryption, a unique email data loss prevention (DLP) solution, and an innovative bring your own device (BYOD) email solution to meet your company's data protection and compliance needs.

Zix is trusted by the nation's most influential institutions in healthcare, finance and government for easy-to-use secure email solutions. For more information, visit www.zixcorp.com

Businesses and retail consumers can also initiate a customized secure email exchange with STAR through a link on its Web site. "We had been receiving email from customers that contained unencrypted confidential information," said Smith. "Thanks to Zix, when we respond, the data gets encrypted. It demonstrates our commitment to taking that extra step to protect our clients' privacy."

Smith called the Zix solution a "competitive advantage" that positions STAR favorably with both customers and regulators. "In an industry that is constantly managing extremely sensitive information, it's essential that we can seamlessly encrypt email," he said. "The Zix service has increased our efficiency and ensured compliance with regulatory mandates. You can't ask for much more."

Zix Email Encryption let organizations like STAR Financial Group instantly plug into the ZixDirectory®, the largest email encryption directory in the world, with tens of millions of members and growing at approximately 140,000 new members each week. Once connected, users send and receive secure email without having to understand encryption keys. Zix provides automated key management for all of its customers in a wide variety of industries, such as financial services, healthcare and government.

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— Don Smith

"Companies that consider security and privacy critical to their bottom line call on us to encrypt their sensitive email," said Nigel Johnson, Zix's Vice President of Business Development. "Federal Financial Institutions Examination Council (FFIEC) agencies use Zix, and we are recommended by the Conference of State Bank Supervisors as the proven option for email encryption."

For Smith, it's one of the most important security tools he has implemented. "Zix Email Encryption has become so valuable and necessary to our company that I can't imagine doing business without it," he said.

