



DEFENIX Battle Card – For Banking & Financial Institutions

Product: DefenGPT – AI-Powered Privacy Assistant

Company: DEFENIX (www.defenix.ai)

Target Audience: CISOs, CIOs, DPOs, Compliance Leaders in Banking, FinTech & Financial Services

Industry Challenge: Banking & GenAI Risk

- Widespread use of ChatGPT, Copilot, Gemini in financial operations (often unmonitored)
 - Sensitive data (PII, PCI, KYC, customer records) at risk of prompt leakage
 - Shadow AI tools bypass existing controls and policies
 - Regulatory scrutiny intensifying: GDPR, PCI-DSS, ISO 27001, RBI guidelines
 - Legal/compliance teams overwhelmed with DSARs and audits
-

Why DefenGPT for Financial Institutions?

Feature / Need	Legacy DLP / Manual Workarounds	DefenGPT Advantage
Real-Time GenAI Prompt Protection	✗ Not Supported	✓ Monitors & blocks sensitive data in prompts
DSAR & Right-to-be-Forgotten Automation	✗ Manual, time-consuming	✓ AI-driven response engine for privacy ops
Shadow AI Detection & Control	✗ Blind Spot	✓ Identifies and controls unauthorized GenAI use

Pre-trained Financial Privacy Intelligence	✗ Generic coverage	✓ Banking-specific compliance models
Multi-Cloud/SaaS AI Governance	⚠ Limited or fragmented	✓ Full M365, GWS, AWS, Azure, Slack support
Staff Privacy Enablement	✗ Reliant on legal team	✓ Self-service privacy assistant (DefenGPT)

🌟 Key Benefits for CIOs & CISOs

- **Prevent data exposure** via GenAI tools before it happens
 - **Automate compliance** workflows for GDPR, PCI, RBI, CCPA
 - **Reduce legal workload** from privacy-related queries
 - **Demonstrate AI governance** to auditors and stakeholders
 - **Enable responsible AI use** across data teams, ops, and customer service
-

🚀 Top Use Cases in Banking

- Blocking sensitive data prompts to ChatGPT or Copilot from finance or legal
 - Automating customer DSAR responses with full audit trails
 - Identifying teams using unapproved AI tools
 - Enabling safe, role-based AI access to LLMs (e.g., masked or anonymized prompts)
-

🔗 Call to Action

Let us show you how DefenGPT can transform your privacy operations and secure your GenAI journey:

📅 **Book Demo:** Book your time here

🌐 **Website:** www.defenix.ai

✉️ **Contact:** Sales@defenix.ai