



Innovative Secure Sharing 'Easy Button' by Company

Description

Two siblings with backgrounds in national security established Virtru based on the realization that private enterprises have similar requirements as government entities.

John Ackerly was engaged in drafting federal privacy regulations at the National Economic Council, a White House advisory body, when the terrorist attacks on the World Trade Center and the Pentagon occurred on September 11, 2001.

"I witnessed firsthand the consequences of failing to connect crucial information," recalls Ackerly, co-founder of Virtru, an encrypted email and secure file-sharing firm". Simultaneously, the privacy safeguards for citizens' data that he and his associates intended to advocate for through legislation were disregarded with the enactment of the Patriot Act.

A few years later, John's brother Will assumed the role of a cloud-security architect at the National Security Agency, devising strategies to safeguard classified data.

Through their governmental roles, the Ackerlys became concerned about the two conflicting issues: the necessity to transmit data securely and the imperative to give private individuals control over the collection and dissemination of their information. Will believed that both challenges could be addressed by implementing encryption and access controls directly to the data, rather than relying on the security of platforms like servers or email systems.

Will enlisted the help of NSA colleagues to devise an open standard for data management known as the Trusted Data Format, which was initially released in 2009. In 2012, Will departed from the NSA to launch Virtru with John, after recognizing the private sector's demand for a solution enabling businesses to securely share and track sensitive information ranging from emails to medical records.

Presently, Virtru serves a million active users across 7,000 clients encompassing regional banks, small healthcare practices, and burgeoning e-commerce firms. Their solutions seamlessly integrate into existing email, file-storage, and client-management systems from major tech companies. Businesses can utilize Virtru's offerings to prevent information from being forwarded or printed, while also facilitating easier data tracking and management, paving the way for potential AI applications.

Jill Emerson, IT systems administrator for Team Rehabilitation Physical Therapy, describes the Virtru team as "exceptional in every aspect". She commends Virtru for their responsiveness to feedback and ease of collaboration as her Michigan-based chain of physical therapy clinics adopts Virtru across Zendesk and Google services.

"If you possess sensitive content that requires secure sharing, particularly if it is subject to regulations, and you desire control over it," says Ackerly, "we are the ultimate solution for that."



Vocabulary List:

1. **Encryption** /ɪn'krɪpʃən/ (noun): The process of converting information into a code to prevent unauthorized access.
2. **Safeguard** /'seɪf,gɑrd/ (verb): To protect from harm or damage.
3. **Disregard** /,dɪs.rɪ'gɑrd/ (verb): To pay no attention to something or treat it as unimportant.
4. **Imperative** /ɪm'pɛrətɪv/ (adjective): Of vital importance; crucial.
5. **Legislation** /,lɛdʒɪs'leɪʃən/ (noun): Laws considered collectively.
6. **Integration** /,ɪntɪ'greɪʃən/ (noun): The process of combining different systems or components into a whole.

Vocabulary quizzes

Multiple Choice (Select the Correct answer for each question.)

1. Which type of leaders are known for having long-term strategic goals and big-picture thinking?
Option: a) Visionaries
Option: b) Negotiators
Option: c) Followers
Option: d) Critics
2. What are the costs incurred in the normal course of business known as?
Option: a) Profits
Option: b) Revenues
Option: c) Expenses
Option: d) Assets
3. Which term refers to the process of bringing together different sub-systems into one system to function together?
Option: a) Differentiation
Option: b) Acquisition
Option: c) Integration
Option: d) Collaboration
4. What term means to protect from harm or damage?
Option: a) Neglect
Option: b) Safeguard
Option: c) Exploit
Option: d) Enhance



5. How well a task is executed is known as:

- Option: a) Evaluation
- Option: b) Analysis
- Option: c) Performance
- Option: d) Calculation

6. what are the profits or advantages resulting from an investment or business activity called?

- Option: a) Losses
- Option: b) Gains
- Option: c) Debts
- Option: d) Assets

7. Which industry involves the research design and manufacturing of aircraft and spacecraft?

- Option: a) Automotive
- Option: b) Software
- Option: c) Aerospace
- Option: d) Healthcare

8. What term describes how quickly and by how much the price of an asset like stock or cryptocurrency changes?

- Option: a) Stability
- Option: b) Volatility
- Option: c) Consistency
- Option: d) Predictability

9. What does the term "imperative" mean in the context of business decisions?

- Option: a) Optional
- Option: b) Necessary
- Option: c) Beneficial
- Option: d) Irrelevant

10. What is the legal permission granted to an individual or organization to use a product service or technology called?

- Option: a) Buying
- Option: b) Licensing
- Option: c) Owning
- Option: d) Developing

Gap-Fill (Fill in the blanks with the correct word from the vocabulary list.)

11. When a company purchases another company it is known as a business _____.

12. To reduce the severity seriousness or painfulness of something is to _____ the



impact.

13. The process of making or enacting laws is known as _____.

14. Details or fact that helps to show the condition or status of something are called _____.

15. Something that makes a person weak or infirm is said to be _____.

16. A synonym for significant meaning considerable in importance value amount or extent is _____.

17. The act of looking forward or preparing for something is called _____.

18. The process of distinguishing a product or service from others to make it more attractive to a target market is called _____.

19. Something that can be expressed in numerical or measurable terms is said to be _____.

20. Working together to achieve a common goal is known as _____.

Matching Sentences (Match each definition to the correct word from the vocabulary list.)

21. The introduction of new ideas methods or products is known as .
22. When a market has too many goods or services making it difficult for new entrants to compete it is said to be .
23. The process of reaching an agreement through discussion and compromise is called .
24. The ability to maintain or support something over the long term is referred to as .
25. Options or choices that can be taken as a course of action are known as .
26. The process of converting information into a code to prevent unauthorized access is called .



27. To ignore or pay no attention to something is to it.
28. The official confirmation or approval of something is known as .
29. The state or quality of being connected or related to other things is referred to as .
30. The quality of being worthy of attention; importance is known as .

Answer

Multiple Choice: 1. a) Visionaries 2. c) Expenses 3. c) Integration 4. b) Safeguard 5. c) Performance 6. b) Gains 7. c) Aerospace 8. b) Volatility 9. b) Necessary 10. b) Licensing

Gap-Fill: 11. Acquisition 12. Mitigate 13. Legislation 14. Indicators 15. Debilitating 16. Substantial 17. Anticipating 18. Differentiation 19. Quantifiable 20. Collaboration

Matching sentence: 1. Innovation 2. Oversaturated 3. Negotiating 4. Sustaining 5. Alternatives 6. Encryption 7. Disregard 8. Ratification 9. Interconnectedness 10. Significance

CATEGORY

1. Business - LEVEL6

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