AI Insights
Privacy Data Sheet

This Privacy Data Sheet explains how Check Point's AI Insights processes personal data.

About Check Point AI Insights

Check Point AI Insights is a powerful feature designed to enhance security management by analyzing customers' existing security policies and providing actionable recommendations for tightening security posture.

By streamlining the access policy cleanup process and threat prevention optimization, AI Insights reduces exposure levels, improves performance, help organizations maintain a robust security framework, and ensures ongoing enforcement of security rules.

How Does Check Point Comply with Applicable Data Protection Regulations?

At Check Point, ensuring customer privacy and security remains our foremost concern, with the trust our customers place in our services being one of our most valued assets.

- **Security.** As a leading AI-powered, cloud-delivered cyber security platform provider over the past decades, we acknowledge the significance of implementing rigorous security measures to safeguard our customers' information. For more details, visit our Information Security Measures Policy.

- **Privacy by Design.** We operate under the principle of privacy by design. This means that we prioritize the protection of personal data and privacy throughout the entire lifecycle of our products and services. We treat personal data with the utmost care. Our commitment to privacy is reflected in our policies, procedures, and the way we do business. For more details, visit our Privacy Policy and our Trust point

- **Disaster Recovery.** We maintain comprehensive plans and procedures for disaster recovery and business continuity.

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- **Transfers.** In order to regulate the transfer of personal data between the Check Point entities, Check Point has adopted an intercompany agreement for transfers of data between the various Check Point entities, including the EU Standard Contractual Clauses and UK International Data Transfer Addendum to the EU Standard Contractual Clauses. Check Point Software Technologies, Inc. (and its subsidiaries) has self-certified its compliance with the EU-U.S. Data Privacy Framework, the UK Extension to the EU-U.S. Data Privacy Framework, and the Swiss-U.S. Data Privacy Framework (DPF).

What Types of Personal Data Does AI Insights Process?

AI Insights processes the following categories of personal data:

- Administrators' details: username
- **Security policy:** rules, objects, IP addresses, and other configuration elements as defined by the customer (not personal data by default)
- **Threat Prevention policy:** gateways, rule base, profiles, protection overrides, CPdiag data, processor peak performance occurrences and rule hit count
- **Log telemetry metadata:** limited traffic insights used for analytics (see below)

Security policy configurations do not inherently contain personal data. However, if the customer includes personal data within policy rules or objects (for example, by naming objects after users or assigning identifiers that relate to individuals), AI Insights may process that information as part of its analysis.

AI Insights uses log telemetry to identify traffic patterns without transmitting complete logs to the cloud. The telemetry includes only minimal metadata required for generating insights, such as relevant rule objects and hit counts. The specific fields collected are documented in the Admin Guide.

Why Does AI Insights Process Personal Data?

AI Insights analyzes access and threat prevention policies against actual network traffic, as reflected in the logs, in order to generate recommendations on how to optimize and strengthen the security policy. For more information on the purposes for which we process personal data, please visit our Privacy Policy.

What is the Duration and Frequency of Processing?

Data may be shared with AI Insights throughout the subscription term.

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What are the Retention Periods?

Data Type	Retention Period
Administrator's username	Subscription term plus three (3) months following expiration.
log telemetry metadata	400 days
Personal data that may be included in security policy rules and objects	400 days

Where is Personal Data Stored?

Personal data is stored in Check Point cloud hosting environments, including infrastructure provided by third-party cloud service providers. The hosting locations available are EU, US, Canada, Australia, and India. The location is selected according to the customer's choice during the onboarding process, which should align with the location of their tenant.

Sub-Processors

Check Point engages third-party Sub-processors in connection with the provision of the Check Point's products and services. The list of Sub-processors is available at our Sub-Processors Page.

Authorized Access to Personal Data

Customer Access

- Access to data is controlled by the Customer's system administrator and is managed by the customer.

Check Point Access

- Access to any data is restricted to authorized representatives for which access is necessary to perform their intended functions.

Information contained in this data sheet is for awareness only, may be modified, and does not constitute legal or professional advice or warranty of fitness for a particular purpose. This Privacy Data Sheet is a supplement to Check Point's Privacy Policy. Please visit it for more information on how Check Point collects and uses personal data.

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