AI Technology Improving Cybersecurity

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Apr 03, 2019

Cybersecurity is based on constant escalation of the technological stakes. Every new advancement in defensive technology seems to be met and surpassed by criminals and their latest developments. Then the cycle goes around again.

This proverbial arms race has kept the question of personal data security relevant for years, even as the systems used to store, transfer and process data have reached new levels of sophistication. It's never wise to assume that any data is breach-proof and keeping up with trends is essential. Enterprise IT departments and individual internet users alike should strive to understand every possible repercussion for using latest tech. It pays to know what kinds of systems are going to be in place around valuable personal information and the parallel advances being made by hackers. The state of the industry is always in flux, because new cyberattack methods demand immediate and effective countermeasures.

Pondering AI's Potential
Artificial intelligence is an area of technology that has gone through some changes in perception over the past few years. While AI has existed as a science fiction concept for decades, recent years have seen it applied in advanced machine learning operations and data analytics. These innovations can digest huge amounts of information in short periods of time, allowing decision-makers to make informed and optimized choices based on data-supported variables.

The path forward for AI-based security tools is based on with these algorithms proving their worth against ["novel" attempts to break into systems](#), according to Wired. Standard cyber defenses create shields against known attack types, then close those loopholes. Employing AI to help predict new threats by analyzing past data hacks, and to detect unobserved intrusion attempts could help protect a great deal of data.

The development of these artificial solutions has given rise to a new view of defenses. Instead of focusing on developing strong walls to protect information, AI-based approaches are more like creating a new version of the body's immune system in addition to those walls. The latest algorithms could get an inside view of networks and figure out instantly when something goes wrong.

Using AI Today
Watching companies develop their defensive technologies shows how far cybersecurity has come in the past few years. But why wait for the next-generation of innovations, when you can start using an AI enabled solutions to start protecting your personal information today. While some companies are slow to use AI, Identity Guard is working to embrace augmented intelligence programs like IBM Watson to help consumers become proactive about protecting their identities. Information can leak from personal accounts or corporate databases, and the amount and sophistication of cyberattacks remain elevated.

The push-and-pull battle between internet users and the criminals who want to steal their data is ongoing, and the financial stakes are high. **Get protected today** with Identity Guard® to help keep an eye on issues that may inflict harm.