



# Cloud Provides Security For Users

Commercial cloud solutions have the ability to provide security, scale, and cost savings to many businesses and mission-critical capabilities. Commercial cloud is safer than on-premises solutions and offers an important platform for innovative security practices to organizations of all sizes.



Commercial cloud infrastructure is designed from the ground up to host millions of customers safely and simultaneously. It provides a trustworthy foundation upon which businesses, government agencies, and other organizations can build secure systems. Much of this is due to the fact that cloud solutions let customers retain ownership of their data and control how it's used. Cloud also enables enterprises to boost computing power to meet spikes in demand without compromising customer data safety, using robust internal controls and auditing techniques to help protect against insider access.

**Cloud is secure-by-design, built originally on the NIST principles of the "CIA Triad" - confidentiality, integrity, and availability - a model designed to guide policies related to information security.**

**1 Confidentiality Through Increased Control & Insight Into Data:**

Commercial cloud customers can implement leading analytics and monitoring tools that enable application management. Used in conjunction with encryption and key management tools, CSPs provide security throughout the entirety of the technology stack. These insights can enable better security and identity management practices, permit the effective use of automation and emerging technology, and show opportunities for cost savings.

**2 Integrity Through Auditing:**

Cloud service providers undergo independent, third-party audits and certifications to verify that their data protection practices are robust. For example, as part of the ISO 27018 certification process for protection of personally identifiable information (PII), commercial cloud providers are audited against a set of controls which show that PII is not processed by cloud providers for commercial use. Users can trust their data will be accurate in form and content.

**3 Availability Through Leveraging Best In Class Solutions:**

Cybersecurity moves fast, and the cloud allows rapid software deployment and patching so enterprises can stay ahead of malicious actors, keeping their services available to their users, whether in the face of a Distributed Denial of Service (DDoS) attack or otherwise. Cloud also enables organizations of all sizes to benefit from the economies of scale. Major cloud service providers already invest billions into security every year, making the knowledge gained and tools developed accessible to users as well.

## About Internet Association

Internet Association represents over 40 of the world's leading internet companies. IA's mission is to foster innovation, promote economic growth, and empower people through the free and open internet. For more information, visit [www.internetassociation.org](http://www.internetassociation.org)