

BigID for Data Lifecycle Management

Eliminate stale, ROT, dark, and shadow data to reduce risk, optimize cost, and better govern AI

Modern Data Lifecycle Management for Data & AI Risk Reduction

BigID Data Lifecycle Management enables organizations to continuously discover, classify, and take action on stale, redundant, obsolete, and trivial (ROT) data across their entire data ecosystem. As AI adoption accelerates, unmanaged data becomes a liability—fueling inaccurate models, exposing sensitive information, and increasing risk. BigID connects the dots between data and AI, applying intelligence and automation to minimize data sprawl, enforce retention, and securely eliminate unnecessary data. Unlike traditional approaches, BigID goes beyond visibility to drive action—reducing risk, cost, and AI exposure at scale.

Key Business Outcomes



Reduce Data & AI Risk

Eliminate stale and high-risk data to shrink the attack surface and prevent AI exposure of sensitive or outdated information.



Improve AI Trust & Accuracy

Ensure AI systems rely on relevant, high-quality data by removing ROT that can lead to poor outputs or model contamination.



Optimize Cost & Efficiency

Reduce storage and compute waste by automatically removing unnecessary data that slows analytics and AI workloads.



Enable Defensible Data Governance

Apply policy-driven retention and deletion to align with regulatory requirements while minimizing unnecessary data retention.

Key Capabilities

- **Discover** and inventory data across cloud, SaaS, on-prem, and AI environments
- **Classify** data using AI-driven sensitivity and relevance analysis
- **Enforce** retention and deletion policies with business context
- **Automate** remediation workflows to take action on stale data
- **Minimize** AI data sprawl and reduce model risk exposure

Why BigID for Data Lifecycle Management

- **Actionable DSPM for lifecycle management:** Go beyond discovery to enforce deletion, retention, and remediation at scale
- **AI-aware data lifecycle controls:** Reduce risk of model contamination, prompt leakage, and AI exposure
- **Content + context-based intelligence:** Combine deep data classification with business context for precise decisioning
- **Native remediation and deletion:** Execute actions directly at the data source—not just generate insights
- **Unified data + AI visibility:** Manage lifecycle risk across structured, unstructured, and AI data pipelines
- **Agentless, cloud-native architecture:** Deploy quickly and scale across complex, distributed environments

When Data Outlives Its Value, Risk Grows

Data is growing faster than organizations can manage it—and much of it becomes stale, redundant, or unused. This ROT data increases storage costs, expands the attack surface, and introduces compliance risk. With AI systems now consuming enterprise data, the stakes are even higher: outdated or sensitive data can be surfaced in AI outputs, used to train models incorrectly, or exposed through prompts and agents. Organizations lack the visibility and control to continuously identify and eliminate unnecessary data before it creates risk.

Take Action Across the Entire Data Lifecycle

BigID delivers end-to-end data lifecycle management that not only finds stale data—but drives action to eliminate it. Using AI-driven discovery and classification, BigID identifies ROT data based on sensitivity, relevance, and business value. Automated policies enforce retention and deletion, while built-in remediation workflows ensure data is minimized, governed, or removed. By connecting lifecycle management with AI risk, BigID helps organizations reduce exposure, improve AI outcomes, and maintain control over their data at scale.

How It Works

BigID connects to data across cloud, SaaS, on-prem, and AI environments to continuously discover and inventory data. It scans and classifies data using AI-driven analysis to identify sensitive, redundant, and low-value information. The platform enriches data with context—such as age, usage, risk, and business value—to prioritize action. Policy-driven workflows then enforce retention and deletion rules, while automated remediation executes actions directly at the source. This continuous lifecycle approach ensures data is minimized, governed, and optimized for both security and AI use.

Capabilities

Automated Data Discovery

Continuously scan and inventory data across distributed environments—including cloud, on-prem, SaaS, and AI systems. Maintain visibility into forgotten, unstructured, and shadow data that may introduce risk or feed AI systems.

Advanced Sensitivity & Relevance Classification

Apply AI and ML to classify not just sensitive data—but also its relevance and business value. Identify high-risk ROT data and prioritize it for remediation to reduce exposure and improve AI data quality.

Policy-Driven Retention & Deletion

Define and enforce retention schedules with built-in business context and regulatory alignment. Automatically delete expired or unnecessary data at the source to minimize risk and data footprint.

Automated Data Remediation

Trigger workflows to securely delete, quarantine, or manage stale data. Integrate approvals, policy checks, and dynamic risk signals to ensure safe and compliant action.

AI Risk Reduction & Data Minimization

Reduce AI data sprawl by eliminating unnecessary data before it is used in training, prompting, or analytics. Prevent exposure of outdated or sensitive data through AI systems and improve model integrity.

Continuous Lifecycle Governance

Apply continuous lifecycle controls across data and AI pipelines. Adapt policies and actions dynamically as data ages, risk changes, and AI usage evolves.

CUSTOMER VALIDATION

Proof in Action

"BigID gives me better visibility into sensitive data, helps prioritize security protections, reduces attack surfaces, strengthens compliance, and increases operational efficiency overall — a strategic pillar of our AI-First Cybersecurity Transformation"

- CISO, Global Healthcare Company

"We needed to automate processes and data management across systems for the data of a few million customers across a lot of systems and data. BigID was the one solution that did this in the most efficient and sophisticated way - and had more use cases we could add on moving forward."

- Chief Privacy Officer, Global Telecoms Company

ANALYST RECOGNITION

Validated by Industry Leaders

- 2025 Company of the Year for AI Governance - Frost & Sullivan
- Named a Leader across all DSPM research including Omdia DSPM Universe, CB Insights for DSPM, TAG, GigaOm, Frost & Sullivan
- Named a Leader in all Privacy Management evals including Forrester Privacy Management Wave & IDC Privacy Compliance MarketScape
- BigID named a Leader across 4 GigaOm evals: DSPM, Data Security Platforms, Unstructured Data Management, Data Access Governance
- Named in Gartner's 2025 DLP Market Guide
- Named in Gartner's 2025 AI TRiSM Market Guide
- Represented 30+ times in Gartner's 2025 Hype Cycles for Security, Privacy, AISPM

FREE RISK ASSESSMENT

Discover Your Data & AI Risk

An agentless, cloud-native assessment to enable security, privacy, and compliance: pinpoint where sensitive data and AI risks live - and how to fix them.

What You Get:

- Complementary 2 week engagement on real data to gain visibility on risk across data and AI
- Executive-ready report identifying high-risk data and AI across cloud environments with next-step recommendations

NEXT STEPS

Ready to Connect the Dots in Data & AI?

Schedule your free risk assessment or ask for a deeper demo across DSPM, DLP, AI SPM, Privacy Automation, AI Risk, and Data Lifecycle Management

► www.bigid.com/demo

► www.bigid.com/risk-assessment

► info@bigid.com



BigID Next

"The features they offer are the moat that they have built around the product. This is what makes them the market leader in Data Privacy and Protection."



IT Security & Risk Management Associate - Banking

Gartner
Peer Insights.

Gartner® and Peer Insights™ are trademarks of Gartner, Inc. and/or its affiliates. All rights reserved. Gartner Peer Insights content consists of the opinions of individual end users based on their own experiences, and should not be construed as statements of fact, nor do they represent the views of Gartner or its affiliates. Gartner does not endorse any vendor, product or service depicted in this content nor makes any warranties, expressed or implied, with respect to this content, about its accuracy or completeness, including any warranties of merchantability or fitness for a particular purpose.



BigID Next

"Exceptionally powerful and easy to use tool that integrated smoothly into our environment and delivered value from day one. The BigID team is fabulous to work with."



Senior Vice President & Chief Data Officer - Banking

Gartner
Peer Insights.

Gartner® and Peer Insights™ are trademarks of Gartner, Inc. and/or its affiliates. All rights reserved. Gartner Peer Insights content consists of the opinions of individual end users based on their own experiences, and should not be construed as statements of fact, nor do they represent the views of Gartner or its affiliates. Gartner does not endorse any vendor, product or service depicted in this content nor makes any warranties, expressed or implied, with respect to this content, about its accuracy or completeness, including any warranties of merchantability or fitness for a particular purpose.