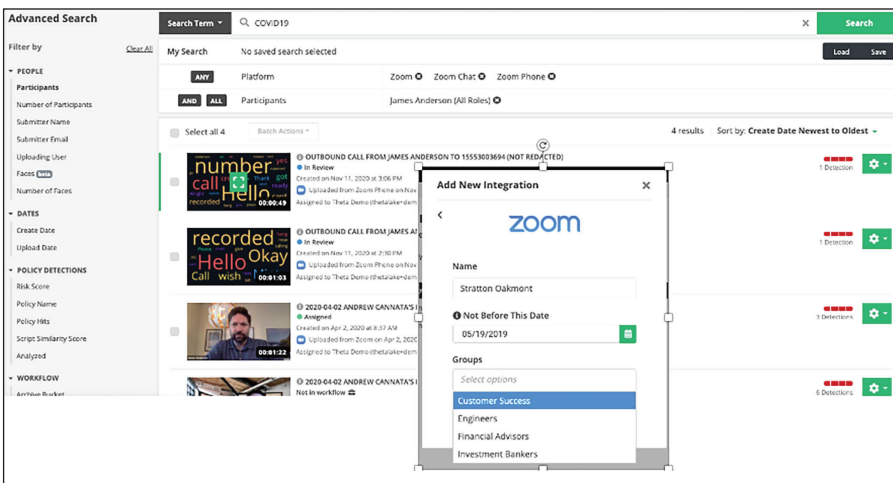# THETALAKE

Theta Lake Integration with Zoom for Pharma

Modern unified communications and compliance made easy

Zoom Video Communications, a proven leader in unified communications technology, offers simple and secure controls that have fueled its rapid adoption across business verticals. Given recent migrations to work from anywhere models, Zoom has played an integral role in facilitating business productivity.

For pharmaceutical companies, tapping into the benefits gained from video, audio, and chat, also comes with critical business needs to maintain secure and compliant communications. Theta Lake natively integrates with Zoom to empower firms to manage compliance, data exposure, security, and risk management in what is shared, shown, spoken, and typed during collaboration sessions

Easy archiving integration to consume and compliantly archive recordings for all or selected groups of Zoom users.

Use Cases

Including video, audio, and chat in corporate governance practices

Regulated organizations are facing greater pressure to know what is in all of their communication, including video. Adopting video communication without oversight creates additional compliance, risk, and legal concerns around data leakage and misconduct. If you aren't including video in your governance practices, now is the time to do so.

Detect data leakage and sharing of confidential information

Sharing non-public information or corporate secrets can have material impacts within any industry, however, none more impactful than within pharmaceuticals. Zoom provides rich information sharing features, including screen share, webcam, virtual whiteboard, in-meeting chat, and more. This also creates multiple avenues of information sharing, which have gone largely unsupervised.

Theta Lake provides ML-based policies, both pre-built and company-specific, to flag risk within what was said, shown on screen, shared, or written in Zoom Meetings, Phone, and Chat.

Experience the Advantages

Theta Lake unlocks the benefits of using Zoom Meetings, Phone, and Chat in regulated industries by providing a purpose-built compliance platform to supervise and archive shown, shared, spoken, written, and whiteboard content.

Improve Compliance, Reduce Risk

- Compliance coverage for all your unified communications, including Zoom, Microsoft Teams, Cisco Webex, RingCentral, Slack, and more.

- 60+ pre-built policies automatically detect regulatory, data leakage, acceptable use, and compliance risks with the ability to create company-specific policies.

- Manage and enforce security configurations across disparate collaboration tools with best practice policy recommendations.
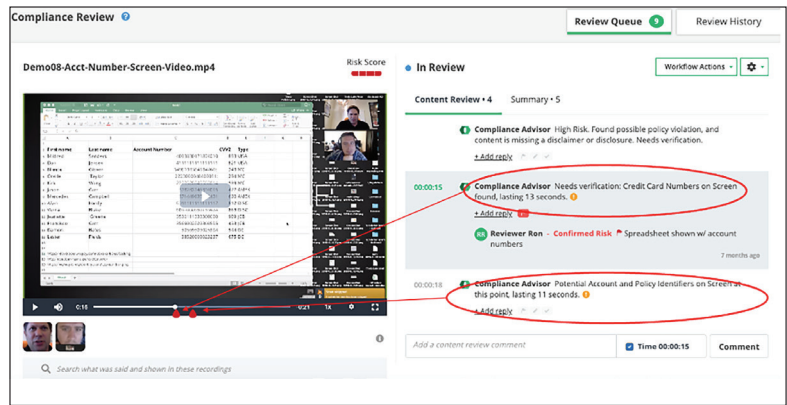
Improved Productivity and User Experience

- Enable whiteboarding, content sharing, and in-meeting chat that were previously disabled.

- With compliance solved, expand Zoom usage to additional external-facing communications that require retention and supervision.

Proactively identify employee misconduct, creating safe collaboration

Pharma sales representatives are subject to regulations governing drug sales and interaction with doctors has largely been unsupervised but still presents a material risk for firms. Now that the conversations have moved to video conferencing, firms have the opportunity to better protect their organization from employee misconduct and future litigation.
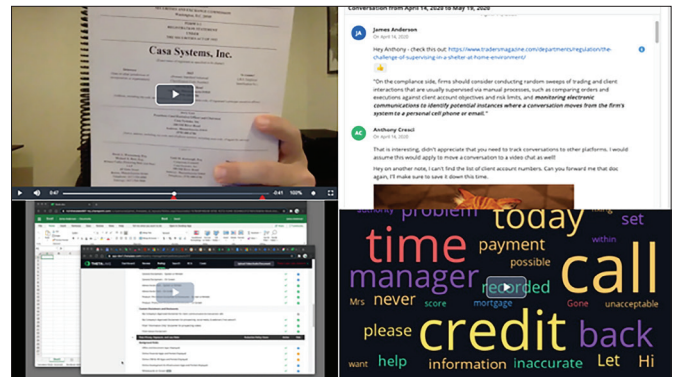
Theta Lake's artificial intelligence-based platform can proactively review 100% of your unified communications and surface compliance risks. If preferred, Theta Lake allows for selective recording of specific groups, which provides a baseline understanding of your compliance and data leakage risks.

Theta Lake automates risk detection in video, audio, and chat content, plus uses AI to assist reviewers.

Best practice security policy recommendations and enforcement

Data leakage, misconduct, and acceptable use risks can appear with voice, whiteboard, screen share, webcam, or written formats

How it Works

Joint Zoom and Theta Lake customers benefit from policy-based retention, automated risk detection, and workflow insights that streamline supervision of voice, video, and chat content within Zoom communications.

1. Create and manage groups within Zoom that are subject to recording requirements.

2. Theta Lake's native Zoom integrations enable firms to apply compliance policies and create customizable workflows for the content subject to their governance practice.

3. Theta Lake automatically captures and analyzes audio, video, and text-based Zoom communications.

4. Organizations create rule-based policies for secure, long-term retention in a WORM- compliant archive, with rich search and filtering capabilities across recordings.

Connect with a Theta Lake representative here
or visit the Zoom Marketplace