

THE ESSENTIAL REQUIREMENTS OF A MICROSOFT TEAMS COMPLIANCE RECORDER

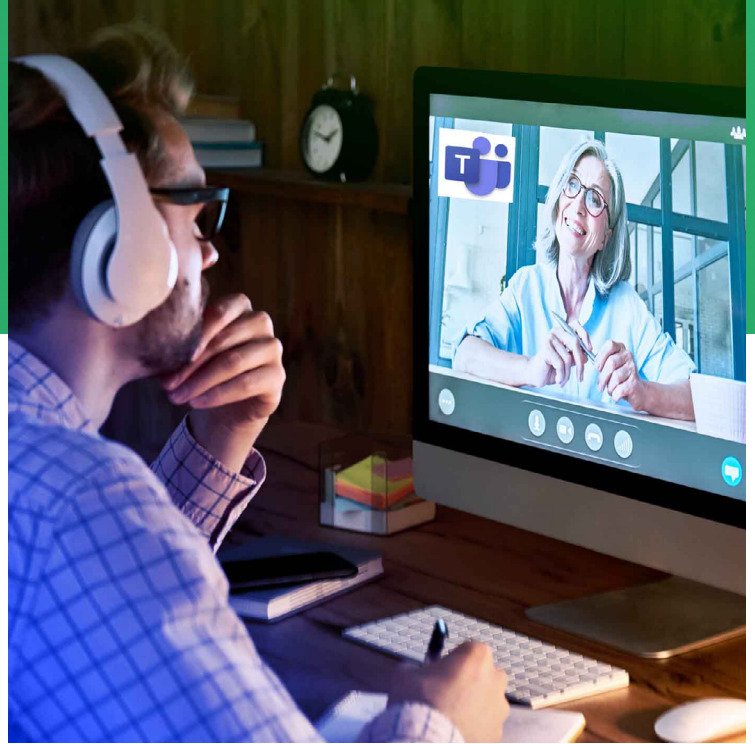


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INTRODUCTION

Microsoft Teams is a critical communication platform for regulated sectors like finance, healthcare, and government, so these organizations must prioritize ensuring communications compliance with regulatory standards. Today, the stakes are higher than ever, with regulatory bodies like the SEC, CFTC, and CMS imposing strict guidelines around the capture and storage of audio, video, and electronic communications.

Despite the growing demand for Teams recording solutions, a surprising fact remains: very few vendors can genuinely support Microsoft Teams recording for voice and even fewer for voice and video. Many Digital Communications Governance and Archiving (DCGA) vendors claim to support Microsoft Teams for compliance purposes, but they often rely on third-party systems to capture those communications, or worse, only handle metadata and transcripts rather than the actual recordings. These vendors typically integrate with platforms like Microsoft 365 for archiving or supervision but don't offer full-fledged recording solutions that capture, store, provide supervision, offer contextual replay, or detect risk in the media of Microsoft Teams voice and video data across all communication types.

What's more, the scarcity of certified Microsoft Teams recorders highlights a critical issue: access to the APIs necessary for recording is limited and tied to a strict certification process. Certification isn't just a marketing point; it's a thorough validation of a vendor's ability to meet stringent standards around scalability, availability, and security. This white paper outlines the essential requirements a Microsoft Teams recorder must meet, why certification is crucial, and what key features you need to safeguard your business's compliance efforts.

THE UNIQUE CHALLENGE OF MICROSOFT TEAMS RECORDING

Microsoft Teams' rapid adoption across regulated industries presents an essential need: the ability to reliably record and store communication data, including voice, video, and screen-sharing, for compliance purposes. However, not all DCGA vendors have access to the APIs needed to perform this recording directly. Only certified solutions have ongoing access to these APIs, ensuring that they comply with Microsoft's stringent technical standards.

This certification process is not just a formality. It validates a vendor's capacity to capture, store, and retrieve communications with the robustness required for compliance with regulatory standards. Certified solutions have demonstrated their ability to dynamically scale, remain available during outages, and maintain high levels of security. Other vendors may claim to support Microsoft Teams, but they often fall short by either offloading the recording to third-party systems or handling only metadata, not the complete communication record.





THE BENEFITS OF RECORDER CERTIFICATION ON COMPLIANCE GOALS

The certification process for Microsoft Teams recorders is stringent, focusing on a solution's ability to meet Microsoft's high standards for performance, reliability, and security. Here's what certification ensures:

- **Scalability:** Certified solutions must demonstrate the ability to handle unpredictable and fluctuating volumes of communication traffic. During high-volume periods, such as financial reviews or regulatory reporting deadlines, the solution must dynamically scale without dropping calls or slowing down.
- **High Availability:** A certified recorder must ensure continuous capture, even during system outages or periods of high traffic. This involves multi-region redundancy, which guarantees that recordings are always stored and can be accessed regardless of disruptions.
- **Security:** Microsoft's certification process includes thorough audits of a solution's security measures, ensuring compliance with data sovereignty laws, end-to-end encryption, and robust data storage practices.

Without these critical features, organizations face significant compliance risks, which can lead to severe penalties, damaged reputations, and regulatory scrutiny.



FOUR KEY FEATURES EVERY MICROSOFT TEAMS RECORDER SHOULD HAVE

For a Microsoft Teams recorder to effectively meet the compliance needs of organizations in regulated industries, several essential features must be in place. These features are not simply "nice-to-haves"—they are critical for ensuring that communication data is captured and stored securely, accurately, and reliably.

1. Scalability

Regulated businesses, especially those in financial services and healthcare, experience fluctuating communication volumes. During key periods—such as quarterly financial reviews, regulatory reporting deadlines, or large-scale client meetings—these businesses need to ensure that every communication is recorded without interruption.



- **Dynamic Scaling:** Certified solutions can handle surges in communication volumes, ensuring that no call or meeting goes unrecorded, even during peak times.
- **Consistency:** Scalability ensures that whether your organization conducts hundreds or thousands of meetings, the system maintains performance without delays or failures.

2. High Availability and Redundancy

Certified solutions must prove that they can provide continuous uptime. This is particularly critical in industries where downtime or missed recordings can result in serious compliance violations.

- **Multi-Region Redundancy:** If an Azure region goes down, certified recorders offer seamless failover to another region, ensuring that no communication is lost.
- **Guaranteed Uptime:** Microsoft certification includes testing for uptime and availability, ensuring that certified solutions can guarantee near-perfect uptime.

3. Security

Data security is paramount, especially in industries handling sensitive information, like healthcare and finance. Certified recorders must meet rigorous security standards to ensure data is encrypted, stored securely, and handled in compliance with data sovereignty laws.

- **End-to-End Encryption:** Certified solutions must guarantee that communications are encrypted during transmission and storage, protecting sensitive data from unauthorized access.
- **Compliance with Data Sovereignty:** Certified solutions ensure that communication data is stored in compliance with regional data protection laws, such as GDPR.

4. Intelligent Queueing and Error Handling

Connection interruptions can happen during high-stakes communications. Certified Microsoft Teams recorders must demonstrate intelligent queueing mechanisms that prevent lost recordings.

- **Queueing Mechanism:** Certified recorders must be able to queue recordings if a temporary disconnection occurs, ensuring that data is stored securely once the connection is restored.
- **Error Handling:** During outages, certified recorders are tested to automatically handle interruptions and transmit data as soon as normal service resumes.

THE RIGHT FEATURES MATTER

Without these essential features, organizations expose themselves to significant risks that can lead to costly compliance violations. The absence of any one of these features—scalability, availability, security, or error handling—poses substantial challenges for maintaining compliance in regulated industries.

Unreliable Recordings

If your recording solution cannot dynamically scale, you risk missing communications during high-volume periods. This results in incomplete records, which are a direct compliance violation.



Downtime and Gaps in Recording

Without high availability and redundancy, any outage could result in a critical loss of recorded data. Downtime could mean missing crucial communications that regulatory audits require, putting your organization at risk for hefty fines and penalties.

Security Breaches

Solutions without robust security measures, like end-to-end encryption, leave sensitive communications vulnerable to breaches, which could not only result in compliance penalties but also erode customer trust and damage reputations.

Inability to Retrieve Data for Audits

During regulatory audits, failing to retrieve necessary recordings due to improper metadata tagging or gaps in recording could result in severe penalties. Certified solutions ensure that every communication is captured, stored, and easily accessible for audit purposes.

Real-World Consequences

Several high-profile cases in 2024 clearly illustrate the severe consequences of DCGA non-compliance, particularly in relation to improper recordkeeping and unauthorized communications.

For example, the Securities and Exchange Commission (SEC) recently fined 26 financial institutions a combined **\$393 million** for widespread failures in maintaining electronic communications. Notable firms like Ameriprise Financial Services, Edward D. Jones, and LPL Financial were each fined **\$50 million** due to failures to preserve off-channel communications, which violated federal securities laws. These cases involved pervasive use of unauthorized communication channels such as personal messaging apps, depriving regulators of critical records for compliance investigations.

Similarly, MiFID II violations in Europe have resulted in several significant fines, with firms continuing to struggle with strict reporting requirements. MiFID II regulations emphasize transparency in communication, but without proper technology and certified tools in place, firms face mounting penalties.

In 2023, fines under MiFID II for recordkeeping and reporting failures continued to increase, particularly in industries where off-channel communications and unapproved messaging methods were used.

Beyond the financial penalties, the aftermath of these fines is often tumultuous. Regulatory investigations become public, tarnishing the firm's image in the eyes of investors and clients. Companies fined for non-compliance frequently face increased scrutiny from regulators and experience a decline in stock prices as market confidence wanes.

Why Certification Matters

- Incomplete recordings
- Scalability issues
- Insufficient availability
- Queueing failures
- Security vulnerabilities
- Audit incompatibility
- Significant financial penalties
- Increased regulatory scrutiny
- Market impact



THETA LAKE: A CERTIFIED SOLUTION FOR MICROSOFT TEAMS

Certification and Integration

Theta Lake's Microsoft Teams Recorder stands out as a recording solution for both voice and video that is Microsoft-certified, ensuring it meets rigorous standards for performance, reliability, and scalability all while offering the most DCGA Teams modality and channel coverage. The certification guarantees seamless operation within the Teams environment, offering businesses full compliance coverage and peace of mind. Certified recorders undergo third-party audits to validate their compliance with over 100 Microsoft standards, including high availability, redundancy, and dynamic scaling.

Theta Lake's recorder takes advantage of Microsoft's Azure cloud infrastructure, integrating effortlessly without requiring additional software or changes to the client's system architecture. Once installed, the recorder operates automatically, capturing and archiving all communication sessions while enforcing compliance policies.

Dynamic Scalability, High Availability and Redundancy

A key feature of Theta Lake's solution is its built-in dynamic scalability, high availability, and redundancy. With multi-region support and dual recording, data is captured in multiple geo-locations simultaneously. This ensures that, even in the event of a regional system failure, all communications remain securely recorded. This kind of redundancy is critical in industries that require constant uptime and uninterrupted compliance.

- **Dual-Recording Across Regions** - The recorder is deployed in redundant configurations, with process multiples that are distributed across cloud availability zones, providing redundancy and resiliency in the face of potential cloud data center outages. This redundancy enables rapid recovery and uninterrupted service, meeting the regulatory expectations for data availability and integrity.
- **Dynamic Scalability** - Theta Lake's Microsoft Teams Recorder is designed to auto-scale based on the number of calls being handled. When a recorder reaches 50% of its capacity, a new recorder is automatically spawned to balance the load, ensuring that the system can handle increasing volumes of communication traffic. Whether an organization conducts a few dozen or thousands of calls, Theta Lake's recorder scales dynamically to meet those needs without compromising performance or compliance.

Advanced Customization and Selective Recording

One of the standout features of Theta Lake's recorder is its selective recording capabilities. Compliance needs vary significantly across industries, and Theta Lake provides flexible customization options that allow businesses to record only what is necessary.

Organizations can capture all communication content—audio, transcripts, video, screen-sharing, and meeting chats—or sub-select specific components, such as only capturing audio, transcripts, and screen shares, based on preset policies.

The screenshot displays the Microsoft Teams Compliance Recorder configuration screen. At the top, the Microsoft Teams logo and 'Compliance Recorder' text are visible. Below this, there are several configuration sections: 'Name' with a text input field containing 'Record all meetings and calls'; 'Meetings / Calls' with a dropdown menu set to 'All'; 'Media' with a list of recording options including 'Video & Audio', 'Audio only', 'Screen share only', and 'Audio & Screen share', where 'Video & Audio' is selected; 'Gallery View' and 'Record only PSTN participants' with checkboxes; and 'Whitelist Tenants' with an empty text input field. A green 'Next' button is located at the bottom of the form.

Organizations can easily customize compliance recordings by only capturing the content they decide is necessary.

This approach not only reduces the capture of private employee data and avoids storing unnecessary discoverable artifacts, but also prevents compliance obligations from growing unnecessarily. Capturing certain types of data, like video, can introduce new privacy concerns and require supervision and review processes, which many firms prefer to avoid unless explicitly mandated. By opting for selective capture, organizations minimize compliance overhead while still meeting their regulatory obligations and reducing storage costs.

When to Record:

- **Conditional Recording:** Organizations can configure the system to only record when specific criteria are met, such as when external participants join a call. This helps companies minimize unnecessary data collection while adhering to compliance requirements.

Who to Record:

- **Follow-the-User Recording:** This feature allows a recording policy to be applied and assigned to specific users or groups of users. Once that policy has been assigned, that user is recorded in calls and meetings even if they are not the host and they are joining a 3rd party call. This includes the flexibility to support logged and monitored policy-based opt outs.
- **Selective User & Group Monitoring:** Selective monitoring allows organizations to monitor only specific users based on predefined criteria, ensuring targeted oversight for compliance without recording every user. Selective monitoring capabilities enable compliance teams to:
 - **Only monitor selected Teams:** Theta Lake can limit monitoring to specified Teams, and not all Teams by default.
 - **Only monitor teams with users in selected Supervision Spaces:** Theta Lake can restrict content capture to channels where at least one member is part of a "Supervision Space"—a feature that groups specific regulated users with designated reviewers, enabling efficient and accurate content monitoring and review based on specific policies and regulations.
 - **Only monitor users in select Supervision Spaces:** Further narrow content capture to specific users within Supervision Spaces.



What Content to Capture in the Recording:

- **Selective Capture:** Theta Lake's selective capture feature allows organizations to tailor their recording practices to their specific compliance and operational goals. With selective capture an organization can capture all or only selected media items from a call or meeting.

For an advanced selective capture example of a meeting, a business can choose to capture audio, transcripts, and just the screen shared content while omitting video recording, or they can simply capture the chat without any other media all to align with their chosen recordkeeping policy. This can support that organization's chosen stance on what to record, store and review while having the benefit of being easily changed to support any new mandates or regulatory obligations.

Complete Teams Coverage: Unified Recording & eComms Capture:

The selective capture and archive capabilities of the Theta Lake Microsoft Teams Recorder combined with Microsoft Graph and Export API integration extends Teams content and communication coverage to all mediums and Theta Lake offers the ability to unify search and replay of the full conversation beyond a call or a meeting to also include:

- **In-meeting chat:** Chat record created for each Teams meeting, distinguished from persistent chats.
- **1:1 and group chat:** Direct messages between individual users or group chats outside of team channels.
- **File folder content:** Attachments shared directly in chats or channels via tabs (such as through the "Files" tab) in addition to attachments shared in messages.
- **Convenience video:** Recordings captured that aren't mandated for regulatory compliance.
- **Blocked message text:** The custom message text displayed to the author when a message is deleted due to policy violations (Microsoft DLP).
- **SharePoint content:** Capture all or some SharePoint sites, plus announcements, discussion boards, page comments, list comments, list announcements, and more.
- **OneDrive content:** Capture all or some video content from specified directories.

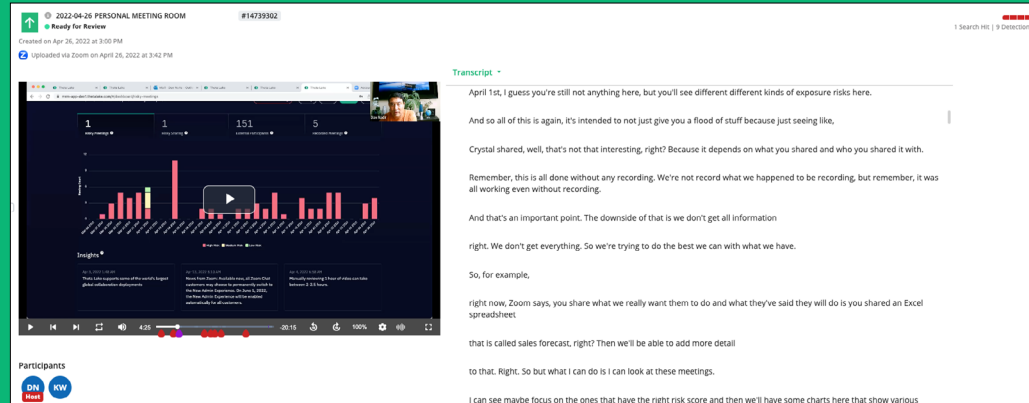
By choosing only the components necessary for compliance, organizations can significantly reduce their data storage and compliance review burden while maintaining full regulatory adherence.

Enhancing Compliance with AI-Powered Risk Detection & Summarization

Theta Lake enhances compliance efforts by integrating AI-powered risk detection and advanced summarization features into its platform. The system automatically scans recordings for potential compliance violations, assigning risk scores to flag high-priority conversations. This streamlines the compliance review process, allowing teams to focus on

Benefits of Theta Lake's Certified Teams Recorder

- Microsoft-Certified Recorder for Voice and Video
- Seamless Integration
- Full Compliance Coverage
- High Availability (HA)
- Dual-Recording Across Regions
- Dynamic Scalability
- Advanced Customization
- Conditional Recording
- Follow-the-User Capability
- Accurate Transcriptions
- Integrates with 3rd Party Storage
- AI-Powered Risk Detection
- Efficient Compliance Review
- Data Security
- Multi-channel Conversation Replay
- Audit-Ready



The screenshot displays a meeting transcript with a bar chart on the left. The transcript text includes: "April 1st, I guess you're still not anything here, but you'll see different different kinds of exposure risks here. And so all of this is again, it's intended to not just give you a flood of stuff because just seeing like, Crystal shared, well, that's not that interesting, right? Because it depends on what you shared and who you shared it with. Remember, this is all done without any recording. We're not record what we happened to be recording, but remember, it was all working even without recording. And that's an important point. The downside of that is we don't get all information right. We don't get everything. So we're trying to do the best we can with what we have. So, for example, right now, Zoom says, you share what we really want them to do and what they've said they will do is you shared an Excel spreadsheet that is called sales forecast, right? Then we'll be able to add more detail to that. Right. So but what I can do is I can look at these meetings. I can see maybe focus on the ones that have the right risk score and then we'll have some charts here that show various

Compliance review becomes seamless with automated risk detection, quickly highlighting potentially risky content. Transcripts, powered by TranscriptionRN®, further simplify the process, allowing reviewers to read alongside the recording for faster, more efficient compliance checks.

potentially problematic interactions, saving time and resources while maintaining a high level of accuracy.

In addition to detecting risks, Theta Lake also summarizes each recorded communication, whether it's a single meeting or a conversation that spans multiple recordings and even modalities captured outside of the Theta Lake Microsoft-certified Teams Recorder, like Teams chats and other electronic communications (eComms).

This summarization process not only condenses the key points of a recording but also highlights any items of interest or risks detected by Theta Lake's classifiers. By combining AI-powered risk detection with automatic summarization, Theta Lake helps compliance officers quickly review essential details, spot potential compliance issues, and manage their workflows more efficiently.

Whether it's a standalone call or an ongoing conversation across different channels, Theta Lake ensures that all communication threads are captured and summarized with relevant risks identified, giving compliance teams a complete and accurate overview without having to sift through entire conversations manually.

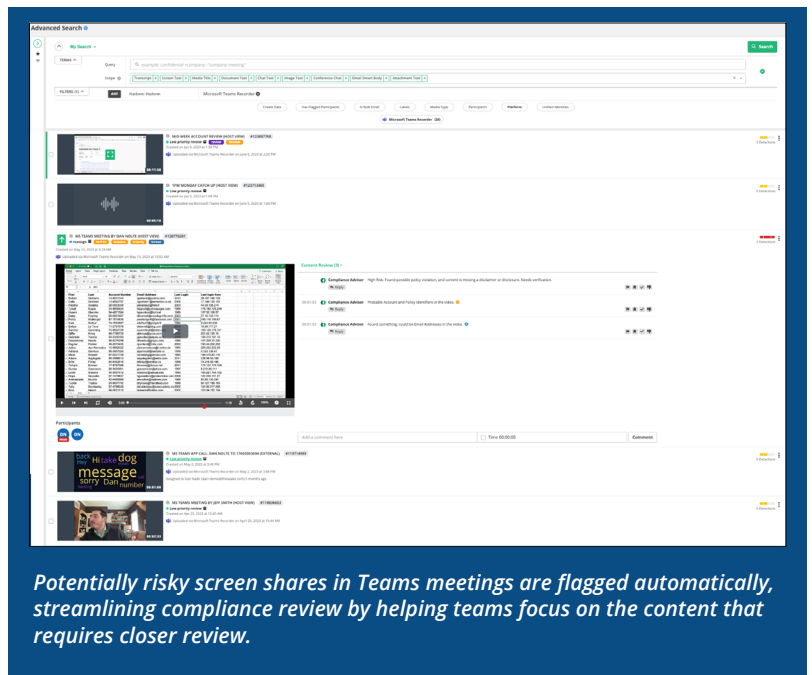
Everyday Applications and Advanced Use Cases

Banking and Financial Services

For banks and wealth management firms, traders and brokers, SEC and FINRA regulations mandate that all communications involving client financial data, investment advice, and transactions are properly captured and archived to prevent fraud and ensure accountability. To meet these requirements, financial services firms need to adopt recording solutions that allow them to selectively capture communications based on specific criteria, such as when external participants join a call or meeting.

Using a certified Microsoft Teams Recorder like Theta Lake's, banks can implement conditional recording policies, ensuring that they only record when necessary. This approach not only helps banks comply with regulatory standards but also reduces data storage costs by 30% by minimizing unnecessary recordings. By adopting such selective recording policies, banks can achieve an optimal balance between compliance and operational efficiency.

Moreover, to enhance compliance monitoring, solutions that use AI-powered risk detection to automatically



Key Use Cases for Theta Lake's Microsoft Teams Recorder

- Selective Capture, Reduce Data to Store & Review
- Archiving in Preferred Storage
- SEC, FTC, FINRA, MiFIDII Compliance for Financial Services
- CMS Compliance for Healthcare
- Geo-Optimization for Multinational Firms
- Multi-Geo Redundancy
- Public Sector Transparency (FOIA Requests)
- CFTC and SEC compliance for Energy
- FERPA Compliance for Education
- Sensitive Data Protection (ePHI, HIPAA)
- Data Leakage Protection (R&D, Intellectual Property)

The screenshot displays a Microsoft Teams call recording interface. At the top, it shows the call details: "MS TEAMS CALL: DAN NOLTE -> +17607189502 (EXTERNAL) #246259435". Below this, there are three action buttons: "Mark as reviewed", "Escalate to supervi...", and "Not business as su...". A "9 Detections" indicator is visible in the top right corner. The main area is split into two panes. The left pane features a word cloud with terms like "Well know", "mor", "invest", "calling", "guaranteed", "give", "today", "RealBank", "will", "little", "day", "right", "teeny", "fine", "great", "made", "con". A video player is overlaid on the word cloud, showing a play button and a progress bar. The right pane displays a transcript of the call with several risk detection callouts. These include "SPEECH RISK" (Found something: could be FCA Misleading and Inappropriate Promotions, Schemes, or Advice Risks here in the audio, lasting 1 minute.), "SPOKEN RISK" (Possible FINRA Promotion, Promissory Statement, or Implied Performance Risks hit found in the audio, lasting 1 minute. Needs review.), and another "SPEECH RISK" (Possible Implied Performance Risks - Insurance Policies and Annuities hit found in the audio, lasting 1 minute. Needs review.). The transcript text includes: "Hey there, this is Dan calling from RealBank.", "How are you today?", "I'm great. How are you?", "Well, I'm fine. I was calling to give you a teeny little update on your account.", "It seems that that giant investment in Bitcoin that you made has kind of cratered, and your portfolio is down about 80 percent.", "But I'm confident that it will bounce back.", "You know, it's just election year and jitters and whatnot.", "What? But you told me it was guaranteed, you buffoon.", "well i guaranteed that you would make a lot of money i mean i guaranteed that you'd triple your", "money but i didn't guarantee that you'd make all your money right away this is more of a long-term". At the bottom left, there are "Participants" icons for three people labeled E, F, and F.

Easily review Teams Phone audio calls with automated risk detection scores, flagged comments, contextual word clouds, and intuitive workflow buttons—all designed to streamline compliance review and focus attention on critical content.

scan recorded communications for potential regulatory violations or high-risk interactions helps achieve comprehensive compliance. This real-time risk detection enables compliance teams to focus on reviewing critical communications rather than manually sifting through large volumes of data. By integrating advanced monitoring tools like Theta Lake, banks can proactively address compliance risks, avoid costly fines, and maintain their reputation for regulatory adherence in the highly regulated financial industry.

Healthcare

Under Centers for Medicare & Medicaid Services (CMS) regulations, healthcare providers must capture and securely store all communications related to Medicare and Medicaid patients for a minimum of 10 years. This includes voice calls, video conferences, and other communications involving Medicare and Medicaid services. Additionally, CMS mandates that disclaimer language must be provided within the first 60 seconds of any communication, ensuring patients are informed about their rights and the nature of the discussion.

The Theta Lake Microsoft Teams Recorder supports CMS compliance by capturing all required communications and routing them to secure storage for the specified 10-year retention period. Through its AI-enabled risk detection, TranscriptionRN®, and automated review processes, Theta Lake helps compliance officers verify that mandatory CMS disclaimers are provided within the first minute of every call. These AI-powered tools automatically flag any communication that may not meet CMS disclaimer requirements, enabling compliance teams to focus on the highest-risk interactions and ensuring regulatory adherence.

Geo-Optimization for Global Organizations

For multinational organizations, minimizing latency and optimizing the user experience are critical for maintaining seamless communication and compliance. Theta Lake's Microsoft Teams Recorder offers multi-geo optimization, ensuring that recordings are processed and stored in the geographic region closest to the user. This feature significantly reduces delays, enhances connection quality, and improves overall performance. For instance, an employee in Germany working for a U.S.-based firm can have their recordings processed locally, ensuring compliance with data sovereignty laws, which may require sensitive information to remain within specific national borders. By adhering to local regulations while still supporting global operations, Theta Lake helps businesses manage the complexities of operating in multiple jurisdictions.

In addition to optimized performance, Theta Lake's recorder offers multi-geo redundancy to enhance reliability and availability. If the primary recording server in one region experiences downtime or a failure, a secondary server in a nearby region automatically takes over, ensuring that the recording process continues uninterrupted. This redundancy is critical for industries like financial services or healthcare, where compliance requires consistent, secure capture of communications. By deploying servers across multiple regions, Theta Lake ensures both data security and regulatory compliance, even in the event of regional outages. This multi-geo redundancy enables organizations to maintain uninterrupted service and compliance, mitigating risks associated with server failures while supporting a high level of operational efficiency.

Conclusion

As the compliance landscape for unified communications continues to evolve, particularly in highly regulated industries like finance, healthcare, and the public sector, one thing is clear: organizations using Microsoft Teams cannot afford to compromise on compliance recording. The strict regulatory requirements for capturing and archiving communications leave no room for error, making it a real benefit to organizations to adopt a certified solution that has been rigorously tested and validated by Microsoft.

Theta Lake's certified Microsoft Teams recorder stands out as the best choice for ensuring full regulatory compliance, in part because it is the only certified solution supporting both voice and video recording.

Furthermore, unlike other vendors that claim to support Microsoft Teams but rely on third-party systems to capture communications—or worse, only handle metadata—Theta Lake has direct access to Microsoft's APIs, allowing it to seamlessly integrate into the Teams environment, capturing all voice, video, and screen sharing content. Combined with high availability and multi-region redundancy, Theta Lake's Teams Recorder guarantees that no conversation goes unrecorded, even in the event of outages or high-traffic periods.

By adopting Theta Lake's certified Microsoft Teams recorder, organizations can mitigate the risk of regulatory fines, penalties, and compliance gaps. The combination of Microsoft certification and Theta Lake's advanced features—such as dynamic scalability, high availability, multi-geo redundancy, and AI-powered risk detection and summarization—provides unmatched assurance that your communications are compliant, secure, and auditable. For any organization that depends on Microsoft Teams to conduct its business, Theta Lake's certified recorder is the optimal solution, delivering both compliance and operational efficiency at the highest level.

Learn More:

Visit: <https://thetalake.com/integrations/microsoft/>

ABOUT THETA LAKE. Theta Lake's multi-award winning product suite provides patented compliance and security for modern collaboration platforms, utilizing over 100 frictionless partner integrations that include RingCentral, Webex by Cisco, Microsoft Teams, Slack, Zoom, Movius and more. Theta Lake can capture, compliantly archive, and act as an archive connector for existing archives of record for video, voice, and chat collaboration systems. In addition to comprehensive capture and archiving, Theta Lake uses patented AI to detect and surface regulatory, privacy, and security risks in an AI assisted review workflow across what is shared, shown, spoken, and typed. Theta Lake enables organizations to safely, compliantly, and cost-effectively expand their use of communication platforms. Visit us at [ThetaLake.com](https://thetalake.com); [LinkedIn](#); or [Twitter at @thetalake](#).