



Press release
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Cybersecurity

Anozr Way's NIS2-compliant Human Risk Management SaaS solutions to assess employee and third-party cyber risks and prevent data leakage

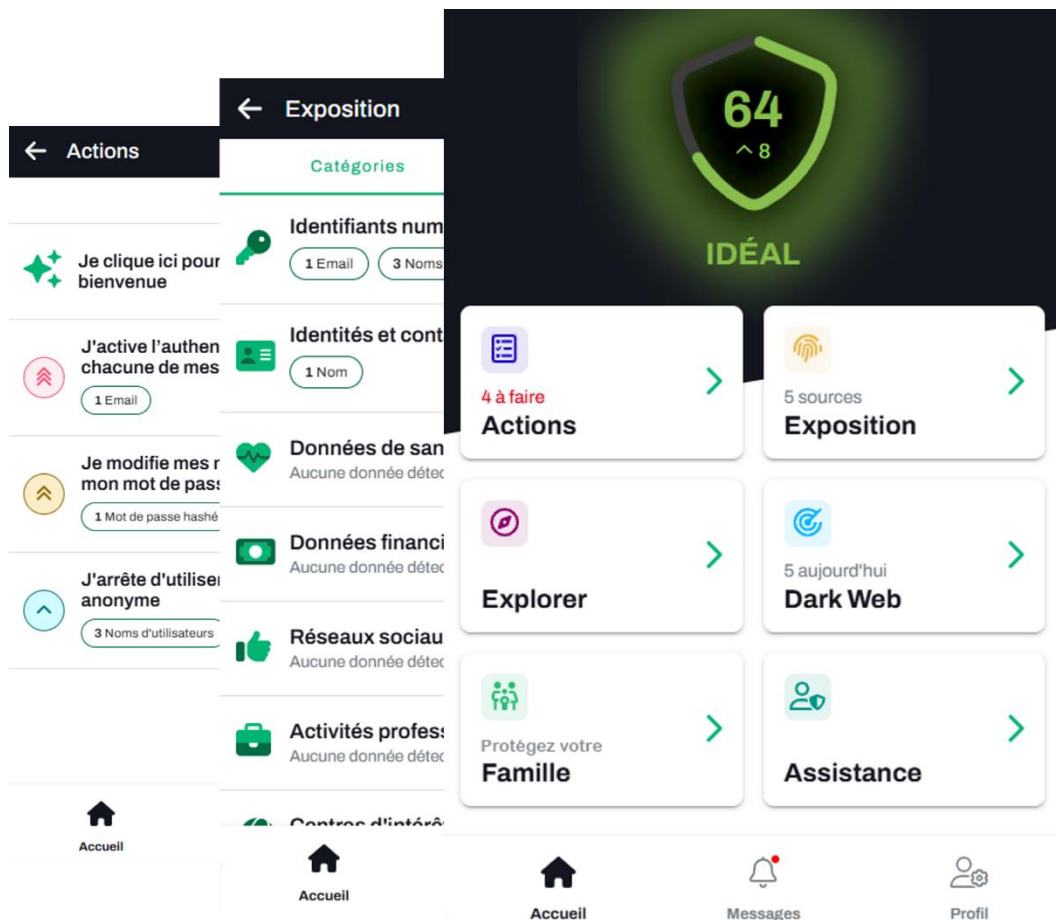
Start-up Anozr Way, a pioneer in the Human Risk Management approach, is evolving its RGPD-compliant cyber protection solutions offering:

- AY SelfProtect, the personal protection app, enables every manager and employee to benefit from a personalized remediation and prevention action plan based on their exposed and leaked data to thus reduce their professional and personal digital risks.
- AY PeopleSight, software designed for cybersecurity teams, enables real-time monitoring of the human cyber risk of employees and third parties, in compliance with the NIS2 directive, by integrating the impact of users' preventive actions on this risk.

The combination of these 2 solutions makes it possible to analyze an organization's human cyber risk, identify the people most at risk, generate personalized and contextualized action plans, and finally measure the impact of these action plans in terms of digital risk reduction.

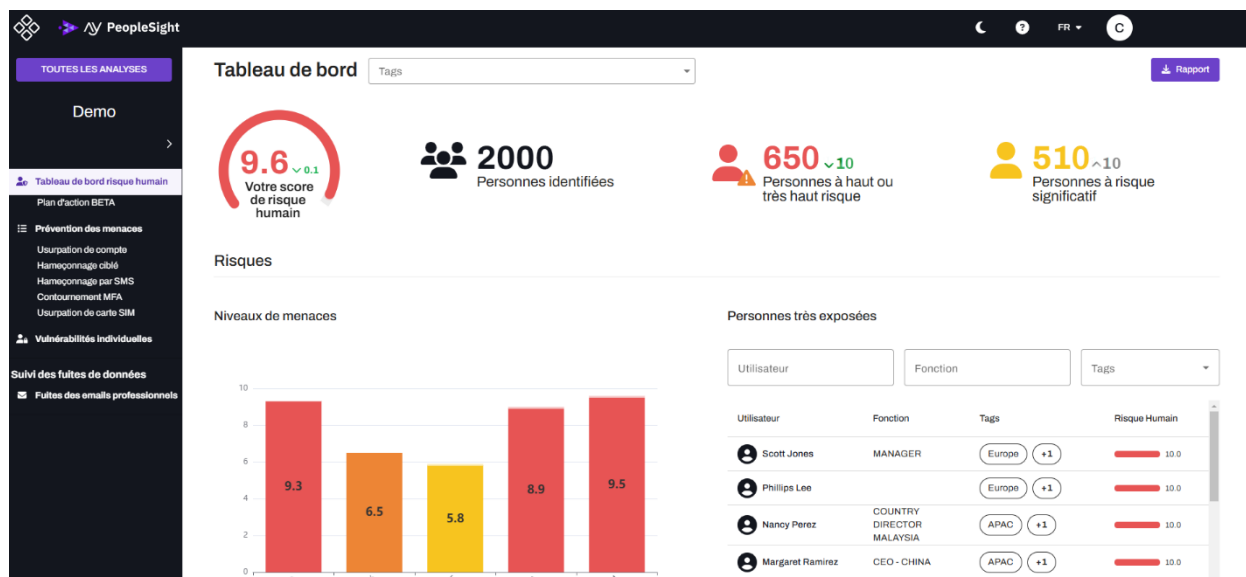
In addition to protecting the company, this approach also protects managers and employees from data leaks, bringing direct and tangible benefits to every individual throughout their digital life.

Launched when Anozr Way was founded, the 2 cyber protection solutions combined in a SaaS software suite are constantly evolving to better protect executives, strategic managers and employees, and ultimately, companies:



AY SelfProtect, the personal protection application for managers and employees, detects over 50 leaked or exposed identity attributes used in social engineering attacks, generating as many protection and prevention actions. Here are the key points of the Anozr Way approach:

- The AY SelfProtect cyber protection application protects both the business and personal spheres: users can add additional personal information to broaden the search field, and in turn, their level of protection.
- All AY SelfProtect offers include personalized support and tutorials to facilitate remediation actions, making employees and managers active players in protecting and reducing their digital footprint.
- With the Premium offer, strategic executives can protect their loved ones by inviting them to use the application. This development stems from an ongoing issue for strategic executives, since 70% of their exposure to digital risk comes from their personal sphere and those around them.
- CIOs and cybersecurity teams can monitor the application's deployment, and can send personalized communications to carry out corrective actions, as well as to disseminate changes in recommendations devised by GRC or awareness teams.



AY PeopleSight is the only software dedicated to human cyber risk management for CISOs. It enables CISOs and cybersecurity teams to assess, in real time, all the risks associated with the digital footprint of an organization's managers and employees, all from the attacker's point of view (spear-phishing, account compromise, MFA authentication bypass, SIM swapping...). Here are the key elements of this approach:

- AY PeopleSight continuously quantifies human risk, explores the web, social networks and the dark web to identify all leaked and exposed data, and enables this risk analysis to be integrated into risk governance plans.
- AY PeopleSight helps to identify employees most at risk, formalize personalized action plans based on their risk profile, and commit them to individual corrective action via their AY SelfProtect application.
- One of the new features of AY PeopleSight is the ability to manage cyber “third-party risk” by analyzing the level of exposure of its service providers, suppliers, and so on. The new NIS2 regulations require companies to assess this “third-party risk”, and until now, third-party cyber assessment tools have only existed for technical vulnerabilities. Parce que la majorité des attaques sont liées à des failles humaines et que la formation et la sensibilisation au risque cyber ne suffisent pas, de nombreuses organisations utilisent les solutions d'Anozr Way : Thales AVS, La Protection Civile, la Région Bretagne, Vivalto Santé, Generali, Nuclétudes (filiale d'Ariane Group), Académie de Versailles, CA Assurances, Breizh Cyber (CSIRT de Bretagne) ou encore la Caisse d'Epargne Côte d'Azur (CECAZ).
- Anozr Way co-builds partnerships around AY PeopleSight to help organizations manage their customers' human cyber risk. This collaboration enables the tools to be integrated seamlessly into existing processes.

Human vulnerabilities are at the root of 8 out of 10 cyberattacks

Data leaks, information left on social networks, insecure passwords, etc.: human vulnerabilities are mostly exploited by cyberattackers. human vulnerabilities are exploited by the majority of cyber attackers. In the first quarter of 2025 alone, ANOZR WAY identified 3.4 million French physical addresses and 6.4 million French telephone numbers in data leaks on the dark web.

“All the information available online is a source for social engineering attacks, with repercussions in both the private and professional spheres,” explains Philippe Luc, CEO of Anozr Way. At a time when 1 in 2 SMEs goes bankrupt within 18 months of a cyber attack, it's urgent to prevent cyber risks linked to human vulnerabilities.”

About Anozr Way

Anozr Way is a Brittany-based software startup specializing in digital footprint risk assessment, and protecting people from cyber risks. Founded in Rennes in 2019 by intelligence expert Alban Ondrejeck and insurance specialist Philippe Luc, ANOZR WAY has developed a software suite to protect organizations, managers and employees from social engineering attacks: phishing, account compromise, identity theft... The ANOZR WAY solution has won numerous awards: cyber startup of the FIC 2023 prize, winner of the Grand Défi Cyber 1 & 2, etc.

Anozr Way works with major corporations, ETIs and SMEs, as well as local authorities and ministries in their efforts to prevent cyber attacks. After raising €6M in early 2024 from BPI, Breizh up, BNP Développement and HI-INNOV (Dentressangle Group), Anozr Way has over 30 employees, with its R&D site in Rennes.

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