



DATA PRIVACY & SECURITY

CORPORATE RESPONSIBILITY ISSUE BRIEF

A confluence of changing conditions make data protection a top concern for organizations of every size and specialty. Innovations in network infrastructure have brought new capabilities through cloud computing and the Internet of Things, but have simultaneously expanded the attack surface and introduced new vulnerabilities. At the same time, today's threat landscape continues to aggressively expand and evolve. Cyber criminals devise new and better methods for exploiting security weaknesses to steal sensitive information, extort money, and do permanent damage to established brands.

In response to this increasingly harsh reality, it's no surprise that cybersecurity remains a top priority at AMD. This commitment extends across all tiers and work groups within our company—from policies that govern our corporate operations, to technologies and practices that keep our intellectual property and the information we hold safe, to product innovations that support stronger protections for our customers.

DEFENDING DATA, PARTNERS, & CUSTOMERS AGAINST RISKS

We respect and adhere to data privacy policies at a corporate level as well as applicable privacy laws, regulations, industry guidelines, and commitments in third-party agreements. AMD's overarching policies are a cornerstone of our proactive strategies for protecting the personal information of our customers and employees (as well as personal information we hold or process for business partners) from unauthorized access, use, or disclosure.

A continuously evolving approach to data security ensures protection of assets at the IT level. We use a risk-based approach to assess AMD intellectual property and the information we hold and apply appropriate safeguards to maintain confidentiality, integrity, and availability. Advanced technologies are employed in an effort to secure proprietary and personal information wherever it resides—within physical datacenters, in the cloud, or even in-transit. Clearly defined training and procedures enable safe and productive collaboration across the organization worldwide.

This strategic philosophy extends to AMD engineers as well, in terms of product security. With "always-connected" computing devices and the increasing volume of valuable and protected data shared digitally, a trusted computing environment is a fundamental necessity for any IT infrastructure. AMD strives for security-by-design in the interest of all our customers, up and down the product stack. Our processors incorporate security features at the silicon level as part of a comprehensive ecosystem of hardware and software solutions.

AMD'S COMMITMENT TO PRIVACY & SECURITY

DATA PRIVACY

- Policy level: Corporate philosophy and strategy
- Commitment to privacy rules and best practices set forth in laws, regulations, industry guidelines, third-party agreements

DATA SECURITY

- IT level: Security operations and infrastructure
- Risk-based approach to choice and implementation of safeguards for system and data confidentiality, integrity, and availability

PRODUCT SECURITY

- Design level: Security-by-design
- Example: Integrated and dedicated on-chip security co-processor

“CYBERSECURITY IS A FUNDAMENTAL REQUIREMENT FOR MODERN COMPUTING. WITHOUT THIS, THE DEVELOPING TRENDS OF GREATER CONNECTIVITY THROUGH CLOUD COMPUTING AND THE INTERNET OF THINGS COULD POSSIBLY BRING MORE RISK THAN REWARD. ROBUST SECURITY HARDWARE AND SOFTWARE IS KEY TO SECURING YOUR DATA FUTURE.”

— Mark Papermaster, Chief Technology Officer and Senior Vice President, AMD



MORE THAN A TECHNOLOGY COMPANY

CORPORATE RESPONSIBILITY ISSUE BRIEF

ENABLING TODAY, INSPIRING TOMORROW

We believe that immersive and instinctive computing will transform our lives and we are inspired by how digital technology has improved our world. From helping students learn, to innovative new therapies for veterans, to mapping the universe we live in – AMD technology is opening new doors to a better world.

WHO WE ARE

For more than 47 years AMD has driven innovation in high-performance computing, graphics, and visualization technologies – the building blocks for gaming, immersive platforms, and the datacenter. Hundreds of millions of consumers, leading Fortune 500 businesses, and cutting-edge scientific research facilities around the world rely on AMD technology daily to improve how they live, work, and play. AMD employees around the world are focused on building great products that push the boundaries of what is possible.

GRAPHICS



Gaming



Machine Intelligence



Virtual & Augmented Reality

COMPUTE



Client Systems



Infrastructure & Cloud

SOLUTIONS



Semi-Custom



Vertical Platforms



Partnerships

WHAT WE MAKE

GRAPHICS

AMD combines breakthrough graphics architecture with leadership software to build platforms that can handle the most challenging, important, and graphics-intensive applications today, including gaming, machine intelligence, and virtual and augmented reality.

COMPUTE

AMD's high-performance CPUs, APUs, and chipsets deliver powerful, efficient performance for consumer and commercial devices like desktops, notebooks, and datacenters.

SOLUTIONS

AMD is the only company in the world with both high-performance graphics and compute capabilities. Together, they create unique, differentiated solutions for customers and partners. From embedded products that power medical imaging devices and digital signage, to semi-custom processors for leading game consoles and beyond, AMD's solutions are everywhere.

For more information on our corporate responsibility programs, please visit www.amd.com/CorporateResponsibility

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