Lemonade: "Anyone Who Thinks DLP Doesn't Work Is Right — Until You Look at Jazz."

Jonathan Jaffe, CISO at Lemonade Insurance

Lemonade is a publicly traded, full-stack insurance company serving property and casualty customers. For Jonathan, data protection is non-negotiable — it means protecting not just intellectual property, but first and foremost, customers' personal data.

Jonathan had looked at every DLP product on the market. Every time, the same thing stopped him:

"Every time I looked at a DLP product, I was overwhelmed with the number of false positives — and also the reaction that our employees would have, which is pop-up notices and being blocked from doing things. In the end, none of those products ever suited our needs."

His assessment of the category was blunt:

"DLP solutions, before Jazz, are just a waste of security team time."

Jonathan came across Jazz through a founder presentation. What stood out was the use of generative AI — an approach he hadn't seen in any DLP product. He was skeptical. Then he tried it.

"I was very skeptical, but after giving it a try and tuning it using natural language, pretty quickly it showed how good of a product it is."

What convinced him was how Jazz understands context — not just [data patterns](#), but the full picture of who, what, where, and why:

"It understands context, and it actually understands who the user is, the information that might be moving around between applications, the destination of where that information may go, the person's role in the company and what he or she has to do — and with all of that context, it makes great decisions."

Jonathan's favorite feature is Melody, Jazz's Agentic Investigator and Co-Pilot that turns alert triage into a conversation:

"Melody allows me to work on an alert using natural language. I can tell Melody, this alert is okay because of this person's role. Melody will then turn that into a policy and ask me if I want to apply that policy to all people of similar roles. And I just say yes, and like magic, it's done."

Beyond detection, Jazz quietly changed how Lemonade's employees handle data day to day:

"Some of the value that we get out of Jazz is in the way it gently coaches people on how to treat data correctly. It's been fantastic for that."

Jonathan now recommends Jazz to his peers — with a line that captures the shift:

"You've been burned by DLP before, of course. Try this, it will change your mind."