



# Zscaler Data & Content Sovereignty: Solution Brief

Data localization capabilities and IP addressing that enables geo-restricted content delivery—with zero operational overhead





# Zscaler and the Future of Data and Content Sovereignty

In a growing data economy where so much data storage and processing happens overseas, governments, businesses, and policymakers are tightening geo-restrictions—aiming to foster safer boundaries for their digital assets by limiting the IP addresses that can access them.

However, for global enterprises, these IP restrictions create complex content access challenges that can inhibit productivity for legitimate users. These challenges can include:

- Enabling access to 3rd party SaaS applications that use IP address restrictions for access control
- Enabling access to localized content that is restricted to specific geographic regions
- Compliance with laws around data sovereignty







# Achieve Data & Content Sovereignty with Zscaler

Zscaler Internet Access (ZIA)<sup>™</sup> offers flexible and scalable options to enable access to geo-restricted websites and applications, as well as country-based logging for data localization—all powered by Zscaler’s integrated NAT functionality—with zero operational overhead.

Delivered as a scalable SaaS offering from the world’s largest security cloud, administrators can configure ZIA at a granular level to assign Zscaler- or customer-owned IP addresses to internet-bound traffic as required for different use cases. This enables users to access IP-restricted content and applications for content sovereignty—while country-based logging helps them comply with local data sovereignty requirements.

## Zscaler delivers:



### **Seamless, secure access to IP-restricted content**

Access websites and applications with geo- or source IP-restricted access, with zero operational overhead.



### **Access to localized content**

Ensure that end users are receiving content in their local language, even if their traffic is forwarded to a data center in another country.



### **Industry-leading granular control**

Configure localization with the most granular controls on the market, based on criteria including users, departments, locations, groups, and source and destination URLs.



### **Dedicated IPs for remote access**

Zscaler- or customer-provided dedicated IPs enable you to control access to specific resources and third-party SaaS applications and step-up authentication portals which implement source IP-based allow-listing.



### **Multi-level redundancy**

Zscaler’s built-in redundancy and resiliency ensure uninterrupted delivery of localized content, regardless of the Zscaler PoP (point of presence) handling the user traffic. Even in the event of a local PoP outage, Zscaler provides a redundant “local” source IP address, maintaining seamless user traffic flow toward its destination.



# One unified platform that does it all



## Dedicated IP

- Access applications that allow-list IP addresses with IP addresses dedicated to your organization at scale
- Zscaler- or customer-owned IP address
- A simplified transition to zero trust



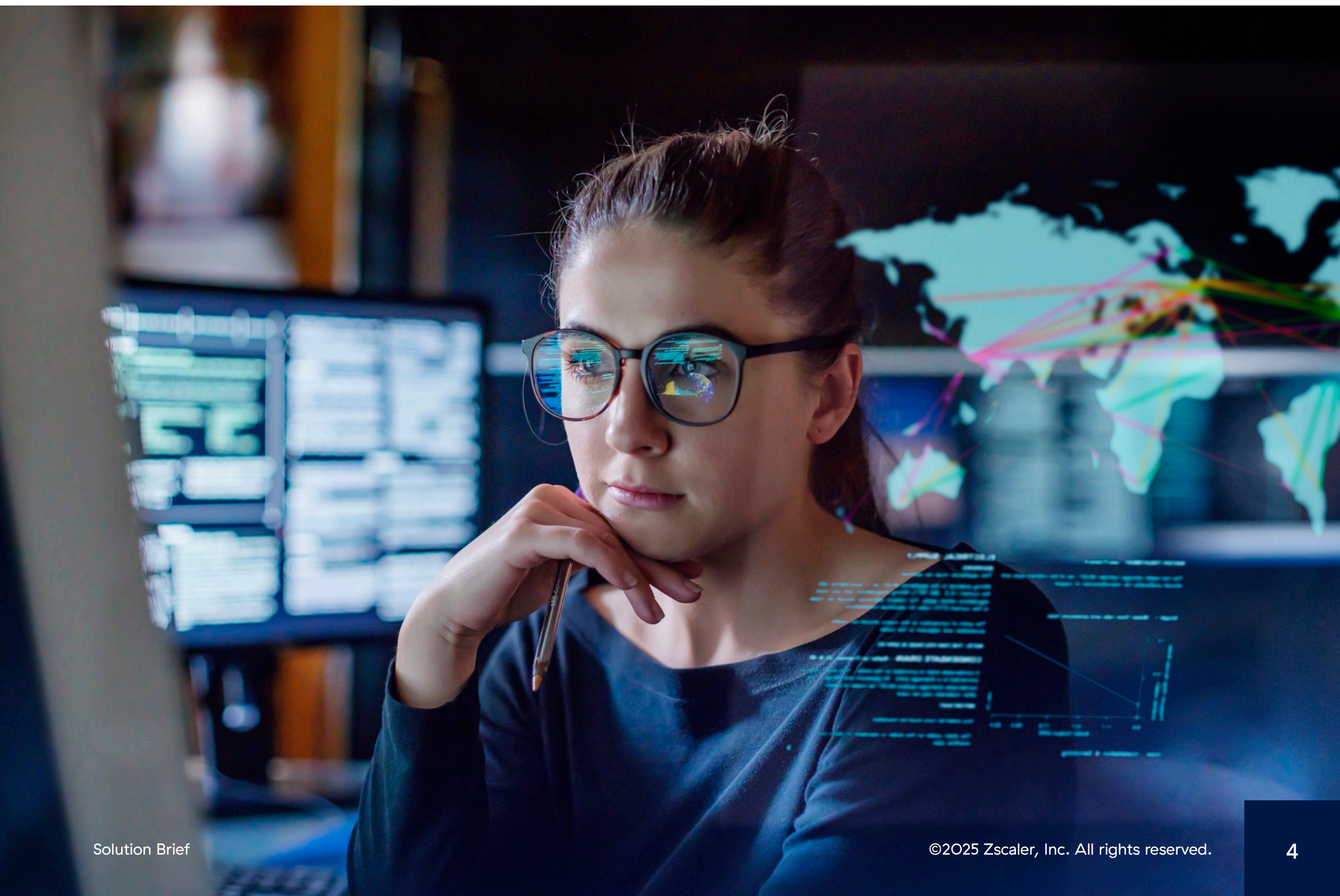
## Content sovereignty

- Local content delivered to users from countries where there is no Zscaler PoP
- Ease-of-business enabled across countries and continents



## Data sovereignty

- Country-based logging plane (India, Japan, Australia)
- Meet data localization regulatory requirements





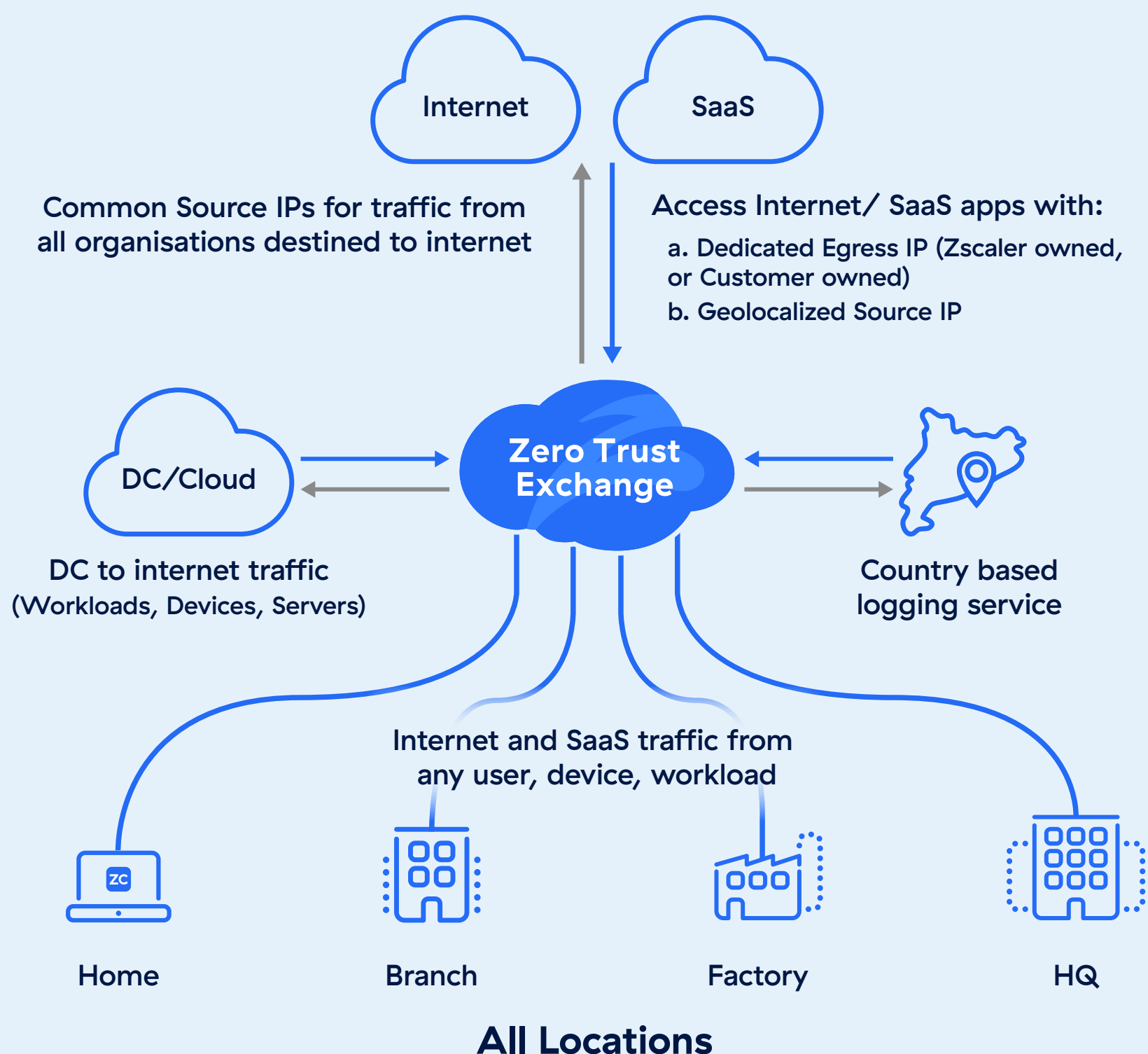
# The Zscaler Solution

Zscaler's geolocation solution begins by routing traffic from users, workloads, and devices to one of its globally distributed data centers using its Zero Trust Exchange™ platform.

At the egress point of this traffic, Zscaler applies its Egress NAT function to translate the source IP address to a custom IP address that will enable access to the IP-restricted content. This translation is managed through Zscaler's Central Authority, which maintains mappings of IP addresses to specific countries.

Organizations can configure policies to apply geolocation selectively based on user groups, destination FQDNs, or applications, enabling flexible compliance with diverse regulatory requirements.

Additionally, Zscaler regularly updates IP-to-country mappings in public geolocation databases to ensure that the translated IP addresses are recognized and trusted globally, allowing for consistent, seamless access to content while meeting legal and compliance standards.





# Key Features

## Country-specific IP mapping:

- Ensures that traffic is perceived as originating from the user's country, regardless of the actual data center location
- Prevents access issues with region-restricted services by delivering the appropriate geolocated IP address

## Granular policy control:

- Administrators can selectively apply geolocalization based on criteria such as user groups, destinations, source IPs, or applications
- Supports flexible configurations for different traffic needs, including direct egress or dedicated IP usage for specific services

## Compliance and data sovereignty:

- Helps organizations meet stringent data residency requirements by ensuring that traffic complies with local regulations
- Aligns with RFC 8805 standards for self-published IP geolocation feeds, enhancing trust with geolocation databases and regulatory bodies

## Seamless integration with Zscaler services:

- As part of the Zscaler Internet Access (ZIA) integrates seamlessly with other Zscaler services to provide consistent security and policy enforcement
- Utilizes the Zscaler Zero Trust Exchange for optimal routing, minimal latency, and secure data handling

# Benefits

## Global reach with local presence

Extends Zscaler's global coverage, even in regions without a local PoP, by accurately mapping traffic to the user's country

## Improved compliance

Adheres to local data sovereignty laws, reducing the risk of regulatory penalties

## Enhanced user experience

Ensures correct content delivery based on user location, reducing disruptions and access issues

## Operational flexibility

Provides granular control over how geolocalization is applied, aligning with specific business needs and use cases

## Preserve IP reputation

Dedicated IP addresses safeguard IP reputation by providing exclusive usage, ensuring accountability and preventing potential impact from shared user activities



### About Zscaler

Zscaler (NASDAQ: ZS) accelerates digital transformation so that customers can be more agile, efficient, resilient, and secure. The Zscaler Zero Trust Exchange protects thousands of customers from cyberattacks and data loss by securely connecting users, devices, and applications in any location. Distributed across more than 150 data centers globally, the SASE-based Zero Trust Exchange is the world's largest inline cloud security platform. Learn more at [zscaler.com](https://zscaler.com) or follow us on Twitter [@zscaler](https://twitter.com/zscaler).

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