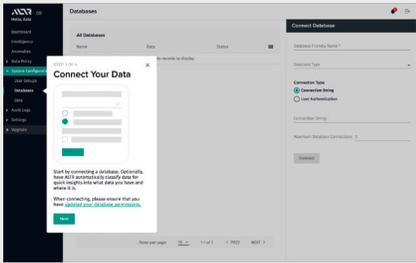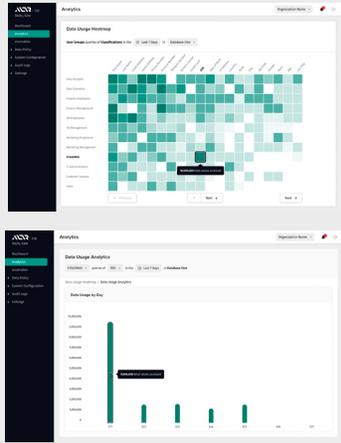# Why DIY Data Governance When You Could DI-With ALTR for Free?

See how doing some basic tasks yourself on Snowflake compares with the ALTR Free plan.

How to:	DIY	ALTR Free
Discover and classify sensitive data	Write SQL to classify data in each table or database or write SQL scripts to classify data in all your tables or databases at specific intervals.	Click one button in ALTR to add your Snowflake database. Click a second button to "Classify this data". Going forward, data is automatically classified when added to the database.
Set up roles and sensitive data access control	Use SQL to create roles, grant permission to specific tables for each database based on direction from the data governance team. Update the code as new roles, data tables and databases are added.	When a Snowflake database is connected to ALTR, roles are automatically sync'd. From there, data governance owners can take over and easily fine-tune access by controlling sensitive data columns, giving permissions to specific roles, and updating in a few clicks, with no code required.
Visualize data access and usage by user	Join query history with access history to deliver a static report on what and how much data was accessed by each user at that point in time. Pre-add tags and filters for information on specific columns and groups. And you must be an Account Admin to create the visualization or even view the results.	Log into ALTR to see your real-time data usage heatmap showing top users, top roles and what datasets are accessed most. Our data analytics let you see trends and outliers over time.

How to:	DIY	ALTR Free
Dynamically mask sensitive data	Write 5-to-50-line SQL case statements per masked column. It's possible to use object tagging to simplify this, but still complicated to update and maintain. More manual work is required to confirm or prove it's working correctly.	Use the drop-down menu to choose from pre-configured masking policy options: View in the clear, fully mask, show last four digits or mask everything before @symbol in email address. Because no code is required, this can also be handed off to data governance teams.
Create risk-based data usage thresholds	This can't be done today.	Set role-based limits on how many rows of data someone can access, what time of day and day of week, and from what location by IP address. If that policy is violated, choose the response: generate an anomaly, slow consumption or block in real time.
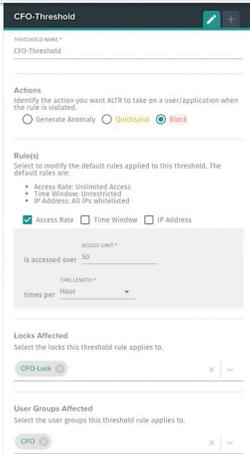
With data control and protection this powerful, easy AND free, the only question left is DI-Why? Get started with ALTR Free today.

And if you'd like to learn about the advanced capabilities available in our Enterprise and Enterprise Plus plan, check out the ALTR pricing page or request a demo!