

Operationalizing privacy and building consumer trust with future-proof solution

At a glance

Industry
Media & content industry

Business problem

Help maintain the compliance norms and build trust among customers

Expected goals

Find a solution that will comply with the various stringent privacy laws

Solution

Building solution on compliance platform according to the client's needs

Context

The client is a major US media aggregator with over 70 million customers consuming its digital publications. With those sorts of numbers, they needed to keep their consumer data absolutely safe and compliant.





Business problem

As the media and content industry is a huge sector, with publication houses having millions of customers, safeguarding their data against potential breaches and fostering trust among the subscribers becomes critical. Operationalizing a privacy-first data strategy in a cookie-less, zero-trust, privacy-driven, yet personalization-hungry market is challenging,

Expected goals

The key goals expected from this engagement were:

- 100% compliance with privacy laws such as CCPA, AICPA, and GDPR
- Build and maintain trust while retaining an excellent user experience
- Operationalize a digital privacy and trust strategy across 15 websites

Solution delivered

Beyondsoft delivered the following solutions to the client:

- Built the required solutions with OneTrust and TrustArc platforms, a low-cost offering with rapid compliance adherence, privacy and trust governance capabilities
- Along with CCPA and GDPR compliance policies, the SOC compliance was also built.

Solution highlights

- The entire process was completed within two months from the inception



Technology stack deployed:

- Platform: OneTrust and TrustArc

Outcomes of the Engagement

The key outcomes achieved through the solution are:

Increased Security Posture

Improved security posture and data protection measures based on compliance standards.

Reduced Security Compliance Implementation Effort

Compared the effort for security compliance before and after the OneTrust integration: simplified management processes; automated tasks; streamlined workflows; reduced manual audits.

Increased NPS

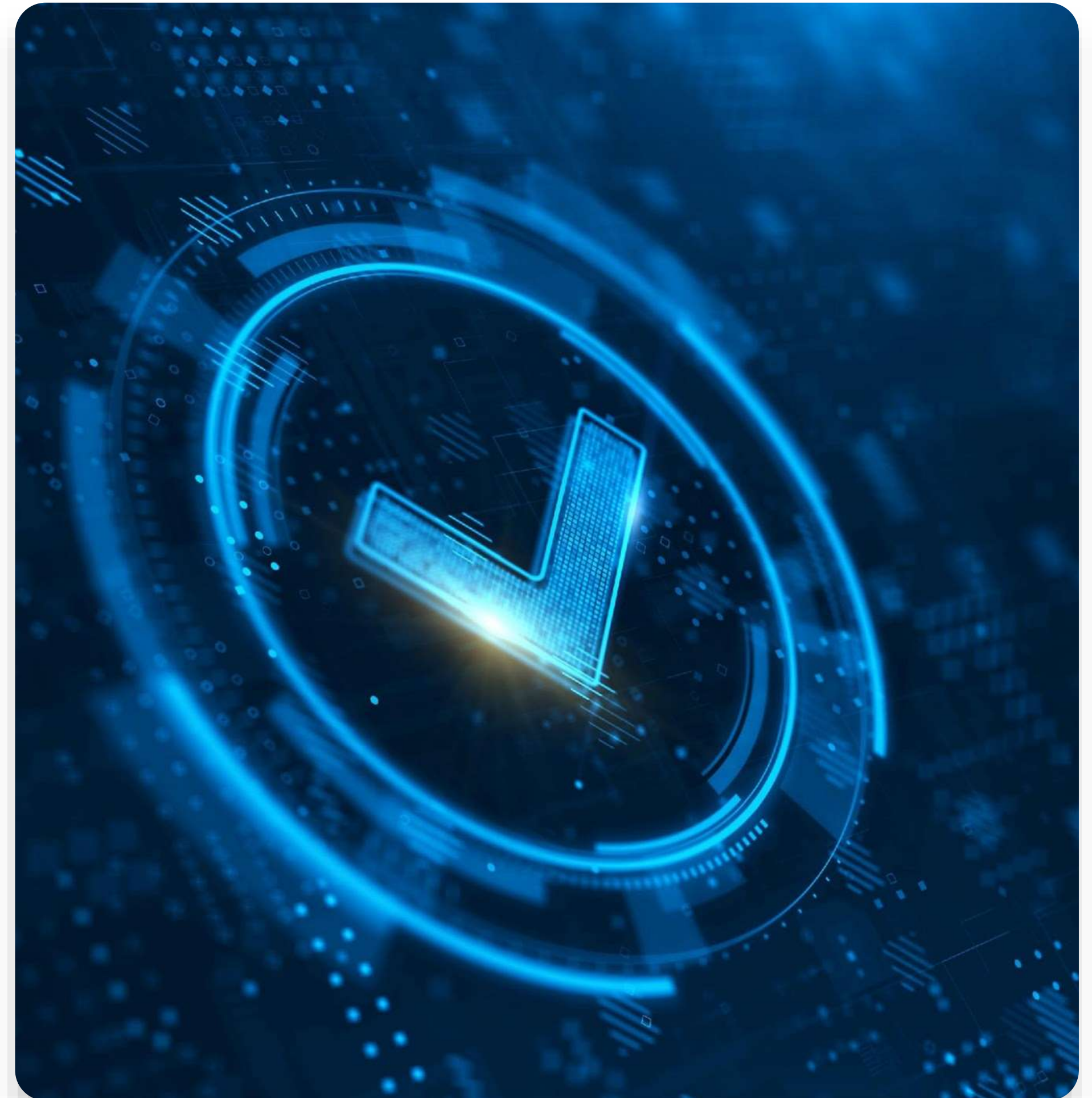
Greatly improved NPS impact from customer feedback and satisfaction metrics before and after

Key Project Outcome Metrics:
the implementation of OneTrust GDPR/CCPA compliance.



17%

Increase in
customer trust





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