

CASE STUDY

RETAIL DATA PROTECTION: Enabling eCommerce Compliance and Expansion

In the world of retail, eCommerce is changing the way retailers are modernizing the shopping experience and the way that they interact with businesses and share personal information. Now, more than ever, retailers must protect sensitive customer data and use it responsibly.

One company, a large online retailer and mail order fulfillment organization based in Hamburg, maintains operations through dozens of subsidiaries and divisions for a variety of consumer products. The challenge is meeting strict GDPR regulations for collecting and processing personal information through its organization. Doing so without major interruption to day-to-day business for employees and shopping experiences for customers posed a significant challenge.

With Protegrity's Privacy Protect tokenization solutions, this organization is empowered to grow and expand with confidence, knowing that it will remain compliant as data teams take on new analytic initiatives to scale.

KEY HIGHLIGHTS

CHALLENGE

A large online retailer needs to meet GDPR requirements to preserve the security and trust of employees and customers without disrupting daily operations.

Privacy and security solutions need to enable teams to handle increased workloads and build a framework for future analytics projects.

The organization needs a solution to securely store GDPR-related data within their Public Cloud environment.

SOLUTION

Protegrity Privacy Protect made it possible for this organization to be GDPR compliant and maintaining high security standards while continually scaling-out their cloud-located BI applications.

INDUSTRY

Retail, eCommerce

COMPANY DETAILS

Employees: **6,240**; 58% of whom are women
2020/21 FY Turnover: **5.1 billion Euros**
Number of Orders: **Up to 10 per second**
Active Customers: **11.5 million**
New Customers: **3.6 million**

IMPACT

By being GDPR compliant through Protegrity Privacy Protect, the eCommerce retailer can equally protect its customers, employees, and marketplace partners.



OBJECTIVES

To apply their Google Cloud architecture while staying GDPR compliant Protegrity Privacy Protect helps getting sensitive customer and marketplace partner data protected.

CHALLENGES

PRESERVING CONTINUITY & PRIVACY

Shared responsibility models and customer error continue to pose continuity difficulties for enterprises, their data teams, and their customers. As data teams work to implement flexible protection, customers put their data privacy at risk if they move or share sensitive data off-server, thereby compromising the enterprise's reputation and continuity preservation functions.

PROTECTING REPUTATIONS

Fraud, breaches, ransomware and shared responsibility models often impact transaction speeds and the good standing of businesses. If GDPR is compromised at any stage of rest or transit, retailers could experience a breach, resulting in major fines, as well as revenue and reputation loss among loyal customers.

EXPANSION CAPACITY

Businesses need a solution that will grow and scale with them, enabling them to maintain superior levels of privacy and security as workloads increase and teams expand.



WHAT IS PRIVACY PROTECT?

Privacy Protect allows businesses to easily extract vital information from sensitive data without compromising customer security and employee privacy. At Protegrity, we understand the intricacies of industry standards, local cultures, customs, and laws, which empowers us to help you meet the specific requirements for data ownership, sharing, and privacy.

By evolving with regulations, like GDPR, CCPA, New York SHIELD Act, GLBA, HIPAA, and many others, Privacy Protect helps retailers make the most of their data while staying compliant now and in the future.

- Privacy Protect for Retailers
- Future-Proofs Against Evolving Regulations
- Simplifies Data Security Management and Protection
- Facilitates Access to Sensitive Data
- Promotes a Mature Data-Privacy Practice
- Protects Retailers from Costly Data Breaches

Share data across borders with those who need to know and protect it against those who don't.

SOLUTIONS

USING PROTEGRITY PRIVACY PROTECT

Thanks to Privacy Protect's protected tokenization solutions from Protegrity, this eCommerce retailer was able to protect GDPR relevant data across business intelligence and analytics environments and establish a foundation for future platform expansions into artificial intelligence. Additionally, they were able to bring superior data protection to both on-premise data centers and EMEA cloud data centers. Protegrity Privacy Protect allows them to ensure sensitive data is kept private and secure in storage and in transit, including in data warehouses and across applications.

IMPACT

Choosing Protegrity and its industry-leading solutions for data protection allowed this eCommerce retailer to prioritize its customers' security and privacy while allowing itself the data storage space to expand and evolve as an organization.

It achieved GDPR compliance and laid the foundation for future innovations and use cases in analytics and business intelligence. Over the past decade, it has continued to successfully protect ever-increasing amounts of customer data across affiliate organizations, all while increasing revenue.

BUSINESS VALUE

For this retailer, Privacy Protect enabled them to increase workloads, promote a culture of modernization and increase business profits by 10% consistently year over year.

TECHNICAL VALUE

Protegrity's solution offers companies the ability to stay in strict compliance with GDPR requirements, all while allowing them the flexibility to evolve at a pace that makes sense for their business model. For this online commerce company, that looked like moving from strictly on-premise data centers to having a portion of data stored on hybrid systems.



PROTEGRITY FOR RETAIL

For more than two decades, Protegrity, a global leader in data security, has protected the sensitive data of the largest brands in the world, including dozens of global retailers and three of the world's leading multinational companies.

Protegrity provides the only platform that lets enterprises decide which data should be classified as sensitive and allows them to control how they safeguard that data.

With Protegrity, retailers maintain unrestricted enterprise access to all generally available data security technology, both now and in the future, including advisory services and 24/7 support.

READY FOR THE NEXT STEP?

Request a Privacy Protect Explainer from your Protegrity representative.
VISIT WWW.PROTEGRITY.COM OR CALL 1.203.326.7200