

CASE STUDY



\$1B Saved Through Strategic GDPR Compliance and Enhanced Data Trust

BUSINESS CHALLENGES

Our client, a prominent digital marketing firm, faced significant privacy liabilities after sending unsolicited advertisement messages, resulting in multimillion-dollar fines. To prevent future violations and align with data protection regulations, they sought our expertise to ensure full compliance with GDPR and implement robust privacy measures across their data systems.

OUR SOLUTION

Our team conducted a comprehensive privacy audit and implemented the following measures:

- **Data Mapping and Flow Analysis:** Identified all personal data sources, destinations, and processing activities to understand data flows and ensure compliance
- **GDPR-Compliant Consent Management:** Implemented mechanisms to obtain and manage explicit consent for data processing activities
- **Data Minimization and Retention Policies:** Established policies to collect only necessary data and retain it for the minimum period required
- **Data Protection Impact Assessments (DPIAs):** Conducted DPIAs for high-risk processing activities to assess and mitigate potential privacy risks
- **Training and Awareness Programs:** Educated staff on GDPR requirements and best practices for data protection

SERVICES PROVIDED

- Data Privacy and Compliance
- GDPR Implementation
- Data Governance
- Staff Training and Awareness

VALUE DELIVERED

- Achieved full GDPR compliance, reducing the risk of future fines
- **\$1 billion** saved by mitigating privacy and compliance risks
- Enhanced data governance and privacy practices across the organization
- Improved stakeholder trust through transparent data handling practices
- Established a foundation for ongoing compliance and data protection efforts

