

Digital Risk Experts Finds the Needle in a Data Haystack

“The team at Digital Risk Experts (DRE) and their software partner 4iG™, helped us to respond to a large number of right to be forgotten requests. The DRE team were able to perform 97m searches for the relevant data across 5 corporate systems in a short space of time. This saved us significant time and costs of a manual process which was proving slow, arduous, and long. I am very happy with the expertise and service”

» **Graeme Barron**
VP of Legal

GWI, a global audience insights company, faced the challenge of rapidly dealing with over 35,000 requests for deletion of individuals’ data from their corporate systems to comply with GDPR’s Right to Be Forgotten.

The Problem

Data related to individuals identified on GWI’s systems was stored across various platforms such as Google Business Suite (email and documents), CRM systems, Salesforce, HubSpot, and MixPanel—an interactive events analysis software tool – all commonly found in fast-paced businesses.

In order to comply with the requests, GWI initiated a manual review and deletion process. However, this approach proved slow, laborious, and costly, resulting in only 3,000 requests completed over a span of three months.

This professional case study outlines how DRE and our software partner, Infinium provided essential support to GWI, offering an efficient solution to handle data deletion swiftly and securely, while ensuring compliance with regulatory requirements.

The Solution

After conducting DRE’s rapid Efficiency, Compliance and Security (ECS) Assessment, DRE and Infinium worked together to creatively devise an acceptable, legally defensible solution to efficiently complete the significant data deletion task at hand. Our solution recommended the implementation of Infinium’s 4iG™ solution on a fixed fee basis within a specified timeframe.

4iG™ seamlessly connected to Google Mail, Google Docs, HubSpot, Salesforce, and MixPanel, which was custom developed for GWI. While many systems claim to ‘connect to data in situ’, they often only index metadata such as file type, document dates, and authors. However, 4iG™ is unique in that it indexes all unstructured data found within emails, word documents, PDFs, and more in situ.

Once connected, 4iG™ performed an astounding 97 million searches in Google Business Suite alone, effectively identifying relevant data linked to individuals requesting data deletion. The high search results are a result of data residing within data, which is not easily found using traditional human review methods.

Value and Benefits to GWI

- Search results generated rapidly to the satisfaction of GWI who were able to provide a trusted legally defensible response to third party requestors.
- Our solution saved GWI over 90% of the costs of a manual exercise.
- In using 4iG™, we were able to show added value to GWI by informing their IT Team that they had significant volumes of data duplicated, stored at cost and risk of breach/cyber-attack across all 5 systems.

Contact any member of the DRE team to learn more about what the team did, how and what was implemented in detail, and if you think your business might need an initial assessment to gauge what potential risks and exposure you may be open to, please e-mail or call:

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