



CASE STUDY

Industry Challenge

Manufacturers and retailers rely on free-flowing intellectual property and personal information throughout their supply chain. This data must be protected from the increasing number of malicious hackers seeking to steal personal data, and the illegal and unethical theft of trade secrets. Stringent data privacy regulations that span international data flows, while beneficial, apply additional pressure to manufacturers already elaborate data protection measures.

15K 15,000
EMPLOYEES

50K PRODUCTS SOLD
IN 50,000 STORES
WORLDWIDE

38 RETAIL OPERATIONS
IN 38 COUNTRIES

Global retailer gains data visibility and protection across stores worldwide

The Need: Visibility and compliance at the forefront

One of the world's largest brand-name apparel companies, with more than 15,000 employees and products sold in 50,000 retail stores worldwide, has the enormous responsibility of keeping its customer and employee data protected. In order to meet increasingly stringent security standards, this major apparel manufacturer and retailer's CISO elevated the information security function to the C-level, entailing direct board-level oversight and bi-monthly reporting requirements. Spirion provided the company with enterprise-wide visibility into its sensitive data landscape and armed the company with the tools to comply with GDPR's toughest requirements.

When the CISO joined the company, his first order of business was to get a better grasp of the security and risk environment – or what could potentially leave its systems vulnerable to security breaches and compliance violations. The two most urgent tasks at hand included:

1. Locating all of the company's PCI and personal data and
2. Gain a better understanding of the company's risk landscape.

To address this challenge, the CISO and his team needed to better understand the tools that would best govern their growing data reserves and simultaneously help assess the effectiveness of their risk mitigation and compliance practices.

In addition, the CISO needed to implement policies that both optimized the value of information for internal consumers, employees, partners, and service providers, while also managing associated risks and costs. Not understanding this risk posed potential compliance challenges and left the company open to substantial fines, litigation risk, security breaches, and compliance penalties.

The Solution: Spirion meets long-term needs

After using data loss prevention (DLP) solutions for more than a decade, the apparel company's CISO wanted to implement capabilities to assess its data environment and accurately locate its most sensitive personal information. The CISO and his team started this process by evaluating the industry's most popular data protection solutions, finally

choosing Spirion. Spirion surpassed the competition and best met their long-term strategic needs for accurately discovering, classifying, and monitoring sensitive data.

The Results: Spirion tackles compliance and reduces risk globally

The apparel manufacturer deployed Spirion to continuously search cloud locations and file folders across the enterprise, both daily and weekly. They soon found that the solution helped them proactively mitigate risk, manage compliance, and implement strong data governance practices. It also allowed them to respond quickly and accurately to any potential internal or external data incident or breach.

The initial internal network scan found minimal at-risk data. This was expected as most of their data is stored with cloud service providers or third-party data handlers.

Once Spirion located all of the company's sensitive data, it was immediately obvious that the CISO's team needed to define personal data access rights.

Spirion was able to tackle these large data volumes across systems and geographies, examining unstructured as well as structured data, all while giving the company: precise locations of where sensitive data resides,

persistent classification of identified sensitive data, and the ability to monitor the enterprise's sensitive data landscape. With the highest degree of accuracy, Spirion's discovery engine helped pinpoint areas where the company needed to tighten its access control lists around critical information in order to mitigate risk.

After successfully implementing governance controls and reducing risk, the CISO took on the next challenge: meeting strict EU privacy and compliance requirements for the EU General Data Protection Regulation (GDPR) and Privacy Shield Frameworks.

With retail operations in 38 countries around the world and a strong presence in Europe, ensuring that the company adheres to these regulations is a major priority. The CISO and his team partnered with a law firm that has extensive experience working with the Data Protection Act and EU Privacy Shield regulations.

Spirion's ability to accurately discover personal data across the enterprise and fulfill GDPR's mandate to classify that data within your environment ensures that the company adheres to GDPR policy, protects consumer information, and enforces EU data protection initiatives.

Talk to a Spirion data security and compliance expert today: expert@spirion.com

Spirion has relentlessly solved real data protection problems since 2006 with accurate, contextual discovery of structured and unstructured data; purposeful classification; automated real-time risk remediation; and powerful analytics and dashboards to give organizations greater visibility into their most at-risk data and assets. Visit us at [spirion.com](https://www.spirion.com)