Case study

CCPA Compliance for Major Publishing House

Client

The client is a multinational corporation based in Des Moines, Iowa, that provides business process outsourcing and customer data management to various industries worldwide. It is also the largest magazine fulfillment house in North America.

Challenges

- Process data across regions without violating local data privacy regulations.

- Build from grounds up a CCPA solution with API integrations.

- Application of different anonymization techniques as per defined data use and global data privacy regulatory stipulations.

LTI Solution

- Designed dynamic workflows to implement anonymization based on rule engine.

- Introduced data anonymization techniques based on PII discovery and data privacy laws.

- Built a Java microservices-based system on AWS with integrations to systems over the internet and with systems on-premise.

- Used Terraform to create infra-as-code and integrate with AWS DevOps process for seamless deployment on many environments.

- Exposed APIs with OAUTH2 integrations, powered by Lambda for secure integrations with Java services.

- Enabled intuitive dashboard to track and monitor different steps of anonymization lifecycle.

Business Benefits

Reduced efforts by automating 21,000+ Delete Requests anonymized

Successful completion under strict deadline of three months to process data and comply

20+ Applications processed for data masking and anonymization

Key Takeaway:

Adding unique capabilities across cloud, serverless data warehousing to comply with local and global data privacy regulations.