

*ObservePoint*



## Partner Case Study: Managing Privacy Compliance at Scale

WITH  LOOP HORIZON

## Challenges:

- A London-based professional services agency, Loop Horizon, had been engaged by a global consumer brand to establish monitoring of their privacy compliance across hundreds of websites
- The global consumer brand had over 200 websites in more than 30 countries owned and managed by each individual market and their agencies
- Upper management assumed they were compliant with each different set of regulations but had no way to confirm

## Key ObservePoint Features Used:

- Privacy Audits
- Consent Categories
- Open API

## How they Used ObservePoint:

- Loop Horizon leveraged ObservePoint's automated web data collection capabilities at scale as well as their powerful API to feed essential data into their global privacy dashboard.

## Results:

- Privacy audits allowed the consumer brand to validate their compliance efforts, determine if their Consent Management Platform (CMP) was functioning properly, and have an established system should a regulatory body require proof of compliance efforts
- The client was able to provide both upper management and operational teams the ability to monitor and troubleshoot website privacy

## Situation

London-based Loop Horizon is in the business of helping clients improve their data collection, optimize their technologies, and transform their marketing to become truly data-driven. Their client, a global consumer brand, needed visibility into the privacy compliance of their websites in the European Union.

The consumer brand had over 200 domains across the EU. Some of those sites were managed by the brand's team in each market, while others were handled by agencies. The C-suite had delivered a directive to all teams to get their sites compliant with applicable data privacy regulations, and each market thought that they were, but the management team had no way to validate this.

The problem is, even when you think you've got your privacy policies in place, a reliable Consent Management Platform implemented, and a complete inventory of tags and cookies, none of these things can be set up once and then simply forgotten. They require regular monitoring. On top of that, there are cookie details that you just can't find in basic CMP scans. ObservePoint provides the unmatched ability to automate the collection and reporting of this information at scale.

Large enterprises with a global footprint need an automated, scalable solution to govern their many digital properties. When you have hundreds of domains, dozens of jurisdictions, and multiple user states that produce thousands of different privacy permutations, random manual checks aren't really going to be enough. Comprehensive QA takes an incredible amount of time and manpower, and it is hard to repeat at the cadence you need to keep an eye on something as dynamic as a modern digital presence.

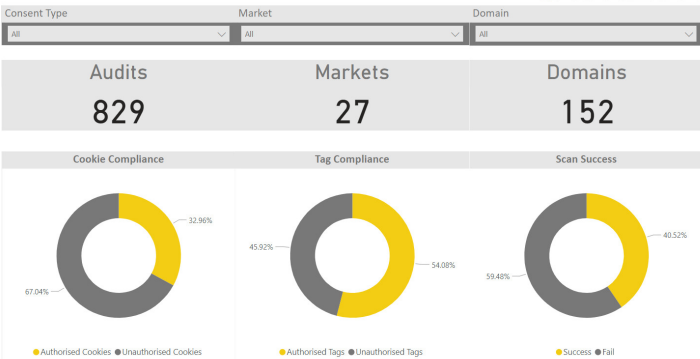
# Solution

Loop Horizon first used ObservePoint to scan ten of the consumer brand's websites to see what they could find. Those Audits quickly showed that not one of those sites were compliant. They were all firing tags and dropping cookies when they shouldn't have been, which compelled the consumer brand to find an automated solution that could help confirm compliance and alert them to potential problems.

As experts in web data collection at scale, ObservePoint provided that solution. Loop Horizon leveraged ObservePoint's powerful API feature to pull data from over a thousand Audits into their custom Power BI dashboard in Microsoft Azure. They then combined that data with several other data sources to provide a global compliance score that could be filtered by markets or domains.

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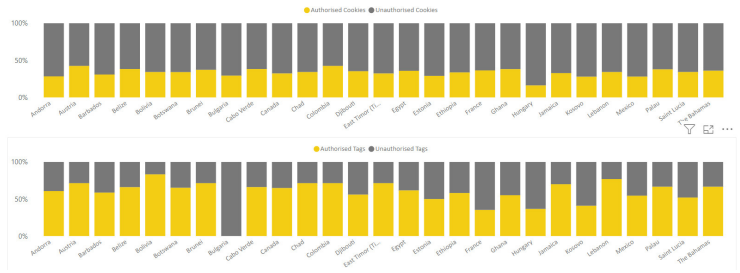
Please note: These numbers are examples for demo purposes

This global dashboard allowed them to manage both upwards and down:

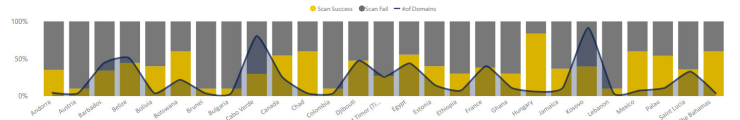
- Management teams could now report an aggregated global compliance score to the C-suite
- Managers also had the flexibility to drill down into each market and domain to pinpoint poor-performing websites and tell the appropriate team to remediate issues should unauthorized tags or cookies appear

Loop Horizon built five different consent states into the client's Audits and had the Audits run every two weeks.

## Cookie & Tag Compliance Rates by Market



## Scan Success Rate by Market



Please note: These numbers are examples for demo purposes

## Key Benefits

A global privacy dashboard provides clarity and visibility into compliance efforts at a company-wide level, which is almost impossible to achieve otherwise with such a large operation. The dashboard informs and drives compliance efforts for the consumer brand, allowing them to target non-compliant markets and sites.

In addition, regulators in the EU and the UK, such as the ICO, want to see proof that you're moving toward compliance should they find any violations. Having a compliance dashboard in place provides the consumer brand with easy access to evidence of their efforts. It demonstrates that the organization is aware of any issues and has a plan and a path to remediation.

In conclusion, the consumer brand can point to their ObservePoint-powered Loop Horizon dashboard to avoid fines, keep departmental budgets that were contingent on compliance, mitigate reputational damage, and show improvement over time.

As businesses continue to prioritize gaining and keeping consumer trust, they can count on companies like Loop Horizon and ObservePoint to build and streamline the tools necessary to help them achieve compliance.