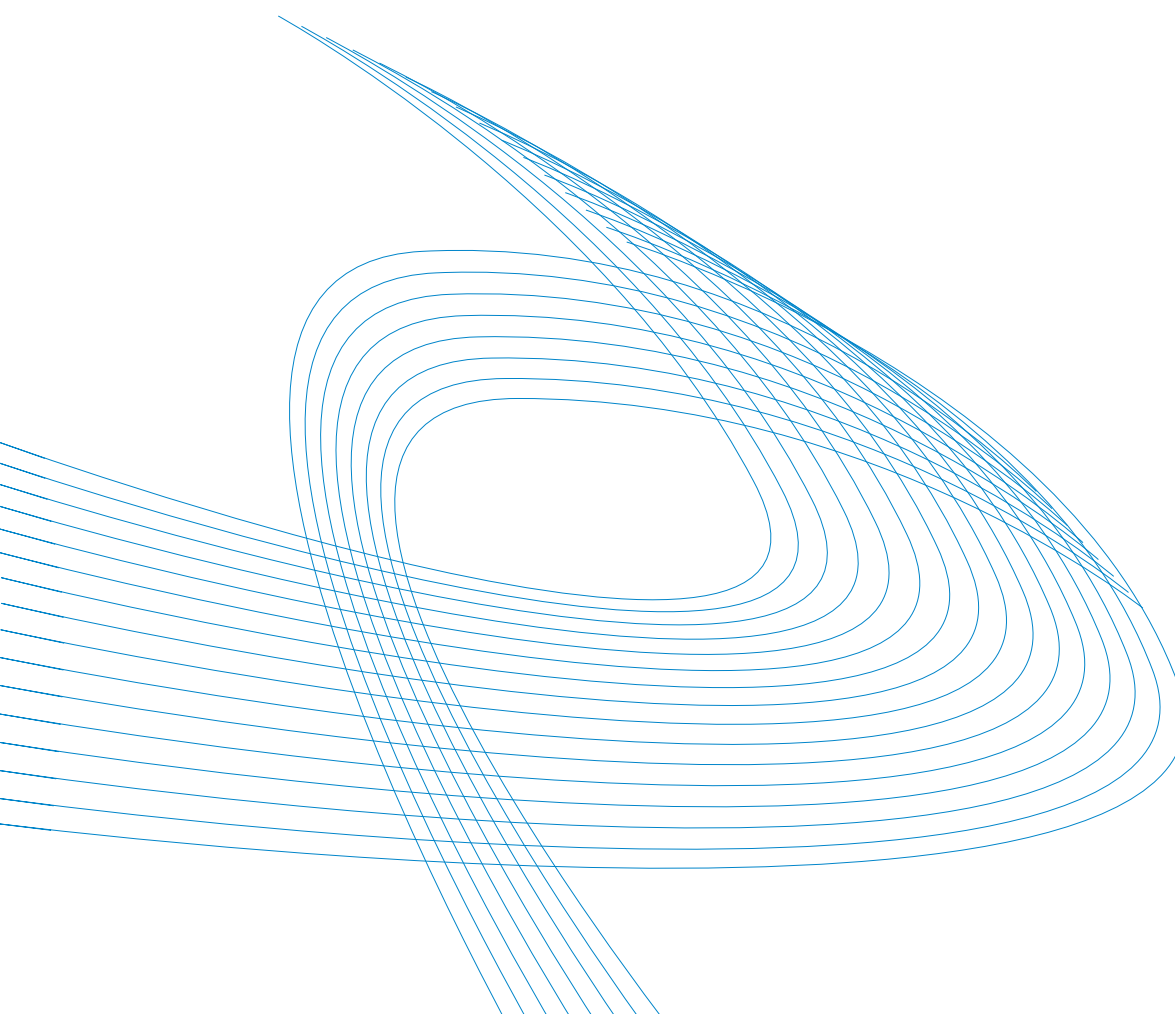


Case Study





About Zinus

Zinus, a leading player in the furniture and mattress industry, faced significant challenges in managing customer data due to the complexity of modern digital ecosystems. With operations spanning North America, and its headquarters based in Korea, Zinus required a robust solution to address data privacy concerns, specifically around data deletion requests and consent management.

Challenges

Frequent Data Deletion Requests: Zinus received approximately five data deletion requests per week, necessitating a time-efficient and compliant response mechanism.

Data Sprawl Across Multiple Platforms: The presence of data across SAP Hana DB, Shopify, Outlook, NFS, OneDrive, and 15 other SaaS applications made it difficult to manage data effectively. Additionally, consent was collected through various Shopify apps, complicating the data governance landscape.

Global Team Coordination: With teams across Canada and the US, and headquarters in Korea, Zinus faced the challenge of aligning data governance strategies across dispersed organizational units.

Solutions

Recognizing the need for a streamlined approach to managing personal data, Zinus implemented Secuvy's advanced data intelligence solutions. Key measures included:

Linking Consent and User Data: Secuvy facilitated the integration of consent and user data across the diverse range of SaaS applications utilized by Zinus, ensuring cohesive data governance and compliance.

Automation of Data Deletion Requests: The solution automated the handling of data deletion requests, providing proofs and confirmations promptly, reducing administrative burden and compliance risks.

Policy Implementation for Data Classification: With Microsoft Purview, Zinus established data classification policies, enhancing their ability to secure sensitive information and maintain regulatory compliance.

Deployment Speed

The implementation of Secuvy's solutions was executed in just 1.5 weeks, ensuring rapid improvement to Zinus' data management capabilities with minimal disruption.

Early Results

Streamlined Data Governance: Secuvy scanned 300,000 tables within SAP Hana DB and identified critical security flaws such as credit card information stored in plain text, enabling immediate corrective actions.

Improved Data Oversight and Security:

Enhanced visibility revealed the extent to which customer behavior data was shared among employees, prompting Zinus to tighten data access controls.

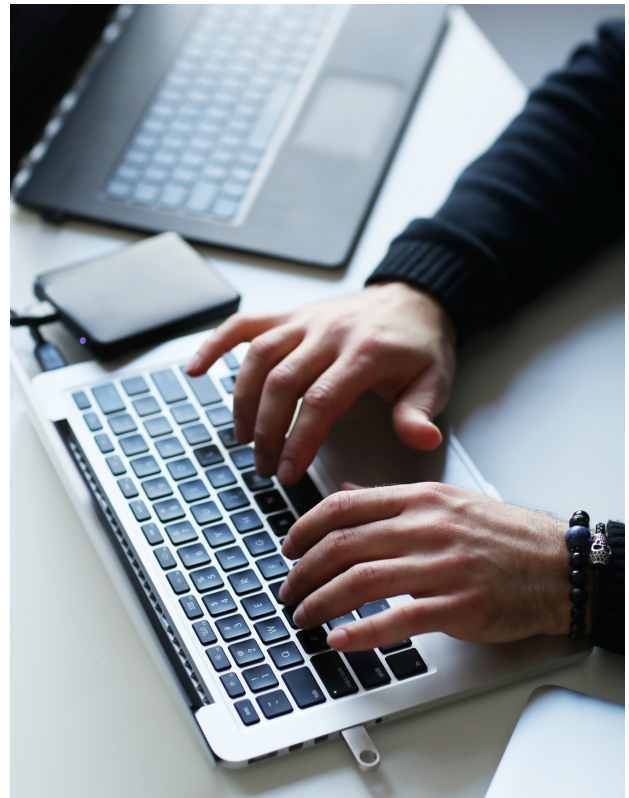
Centralized Consent Management:

Tracking shopper consent centrally reduced compliance complexity, streamlining processes and reinforcing trust with customers.

Accelerated Data Deletion Process: The time required to fulfill data deletion requests was reduced from 10 days to just a few hours, significantly enhancing operational efficiency and compliance agility.

Enhanced Security Posture Reporting:

Zinus now presents their security risk posture for user data to HQ every two weeks, ensuring ongoing oversight and proactive risk management.



Conclusion

Zinus' partnership with Secury has yielded substantial improvements in their data management and security processes. By automating and centralizing critical aspects of data governance, Zinus has not only bolstered their compliance and security posture but has enhanced internal efficiencies and customer trust.





Secuvy, Inc. Pleasanton, CA