K2VIEW

Fortune 10 Telecom Meets CCPA Deadline, Future-Proofs Against Upcoming Data Privacy Regulations

Key Facts

Industry: Media & Communications

Use Case: Data Privacy & Compliance

Products: K2View DPM

FORTUNE 10 TELECOM COMPANY

A major U.S. telecommunications provider was facing a tight deadline: January 1, 2020. On that date, the California Consumer Privacy Act (CCPA) would go into effect, establishing specific consumer rights with regards to access, deletion, and sharing of personal information the company collected from its customers.

Despite having tens of millions of customers in the state, the company had planned to comply via manual retrieval and deletion of a consumer's data upon request. CCPA, however, was only one of many data privacy regulations popping up at the state, federal and global level—notably including GDPR and LGPD—making a manual solution costly, labor-intense, and ultimately unscalable.

With K2View DPM (Data Privacy Manager), the company gained:

- A flexible, single-source solution to support compliance with CCPA and any future data privacy regulation

- A highly secure data management platform with encryption and data masking down to the field level

- Reduced operational costs by automating data collection and management

The Cost and Time Required for Manual Compliance Was Prohibitive

Initially the telecom intended to manually handle each customer's requests to access, delete, or limit sharing of their information. However, the company had millions of customers in California alone whose personal information was spread across dozens of legacy systems. Even if a tiny percentage of its customers inquired each month, the company would need a dedicated staff trained to access and update those systems to keep up. Even building custom tools in-house to help the staff would require significant ongoing development, since the requirements would change with each new regulation.

To meet the compliance deadline for CCPA—as well as preparing for the wave of new data privacy regulations around the globe—the carrier needed a simpler, more automated approach. It needed a data management platform where speed, flexibility and ease of use—not to mention security and data privacy capabilities—were built in, not bolted on. Enter K2View DPM.

K2View DPM Provides Single-Source Solution for Data Management and Compliance

The company integrated K2View DPM with its existing applications and data sources using a simple, one-time configuration. This provided a single source of real-time customer data which all front-end applications—including operations, customer service, and the customer portal—could access. This single point of access allowed the telecom to collect customer consent for use of their data, and also facilitated restriction of access to that data by function. Further, K2View TDM's patended use of micro-databases, element-level encryption, and real-time data synchronization meant each customer's data was always up-to-date and virtually immune from the a mass data breach.

Besides a single point of consent and access, the company also gained the ability to orchestrate and automate archive, purge and export of a customer's data on demand, ensuring each customer's privacy, portability and CCPA compliance. The result? A customer compliance and data privacy solution that delivered the performance, scalability, and flexibility the company needed to meet today's data privacy challenges, but tomorrow's as well.

K2View DPM provided the telecom with a data privacy and compliance solution that delivered the performance, scalability, and flexibility it needed to meet today's and tomorrow's data privacy challenges.

Single Point of Consent, Right to Access, Right to be Forgotten, and More

In a matter of months, K2View DPM allowed this Fortune 10 telecom to automate compliance with the specific requirements of CCPA. But with its flexible capabilities, K2View DPM also helped the company future-proof itself from new data privacy laws being introduced around the world:

- Single Point of Consent
- Data Portability
- Data Protection

- Secure Right to Access
- Right to be Forgotten
- Reporting Breaches

In doing so, the company met the January 1, 2020 deadline while drastically simplifying its overall data management and reducing the cost of CCPA and all future data privacy compliance—all with zero impact to its existing systems.

About K2View

K2View is a provider of advanced data fabric, data integration, and data delivery software that takes the promise of a 360-degree view of data to the next level. Its flagship product, K2View Fabric, uses patented logical unit technology to enable quick, easy, and secure access and control to all of an organization's data, no matter how many different systems and data sources it may have. K2View delivers real-time, holistic access and operational insights to whatever data matters most to organizations in any industry, right when they need it, accelerating transformations in customer experience, cloud enablement, operations, IT modernization, and risk and compliance.

Learn more at www.k2view.com and follow us at @k2view.