Case Study

Privacy Assurance for a Multinational General Insurance Company
Client

The client is one of the largest Insurance companies based in the United Kingdom. The company operates in 28 countries and has over 20 million customers around the world.

Challenges

Data minimization by testing of 50 million purged unconverted quotes.

Validating the performance of the web applications after making changes in policies and content, post the implementation of GDPR.

Validating provable explicit consent and the option to withdraw it.

Testing the consistency of the Privacy Statement & Privacy Policy document across all webpages and hyperlinks.

Cookie policy testing to verify if all the functions of the website are working in scenarios, such as disabled / encrypted / corrupt cookies, to test the cookie policy banner, etc.

LTI Solution

Examined the purging of all unconverted quotes older than 13 months by means of a batch job.

Validated the changes across platforms to ensure proper recording of both granting and withdrawal of consent.

Tested the impact of data control on the performance of applications.
Tested the cookies thoroughly to check for portal banner.

Validated Policy Statement, Terms and Conditions mentioned under Consent Management, and the Privacy Policy wordings across all the pages of the website using PDF Diff tool.

Business Benefits Delivered

- Ensured data minimization by testing the purging process of 50 million unconverted quotes.

- Ensured proper cookie policy adoption by covering the types of cookies set, the data being tracked, the use for that data, etc.