



Case Study

Cost-effective, CCPA Regulatory Solution for US-based Publishing House

The client is the largest magazine fulfilment house in North America, with 160+ million subscribers through 200+ publishers. The organization is one of the biggest data consumers in the publishing world.



Business Needs

- ✓ Create a centralized portal for consumers and publishers to exercise CCPA requests from multiple channels such as apps, websites.
- ✓ Develop scalable & automated system to fulfil CCPA requests within SLAs from 200+ publishers, managing 1,100+ brands.
- ✓ Develop and implement a privacy management system with fully automated privacy operations for regulatory compliance.

LTI Solution

Developed a portal for CCPA request intake and fulfillment from multiple channels.

Automated request processing, consolidation of response output files, maintaining request statuses & audits.

Auto-assisted data anonymization for deletion requests.

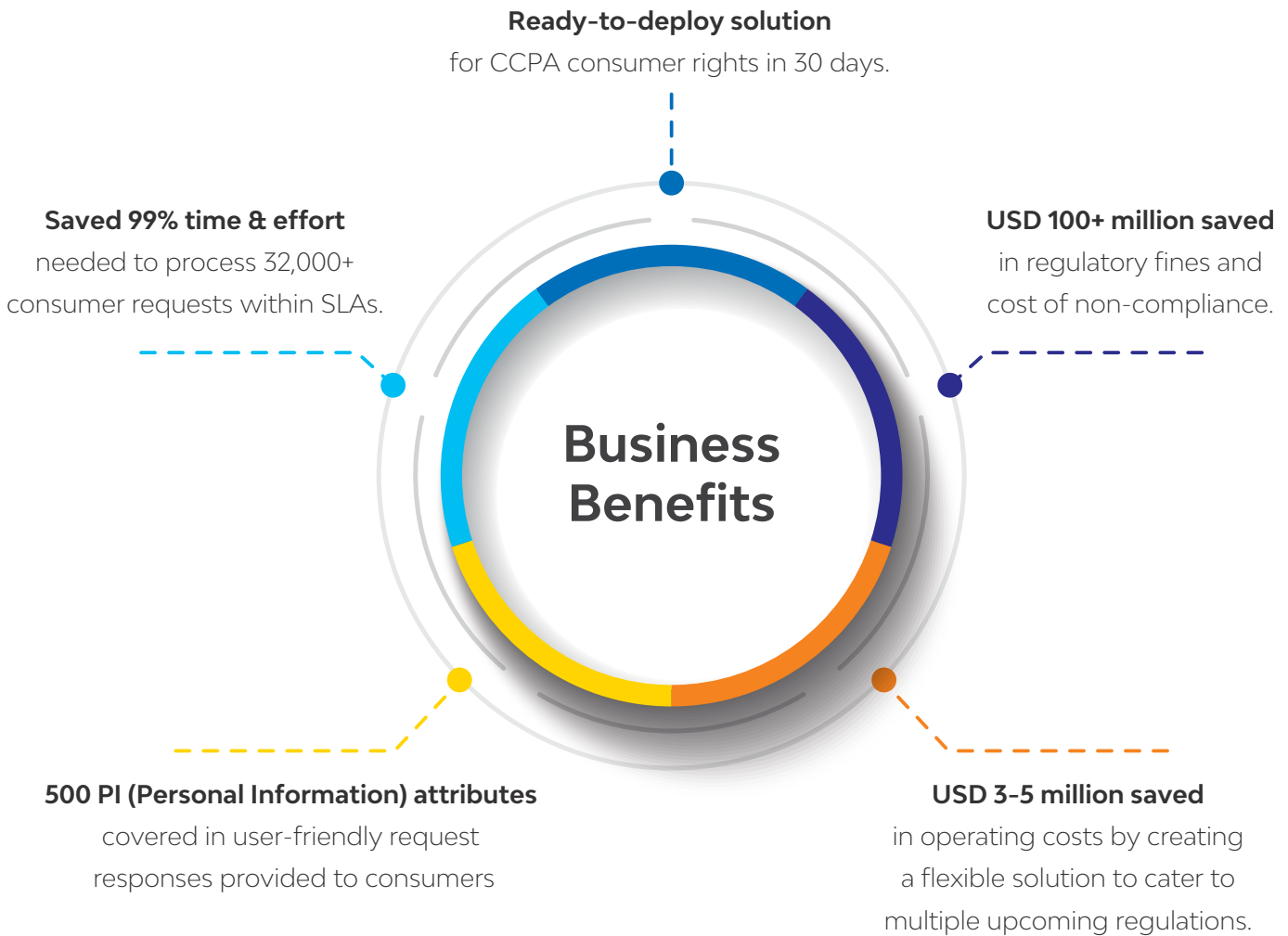
Enabled reporting & insights on CCPA request distribution by standard parameters.



Arranged 20+ APIs and 10+ interfaces to integrate with various third parties managing consumer-facing digital front-end and internal applications.

Enabled request verification & authentication using OpenAM & other third-party integration tools.

Created custom features for excel based request uploads, user notification & task alerts.



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