

*"TrustArc tools and subject matter experts assist in operationalizing privacy compliance across our enterprise."*

**15%** Cut time-to-compliance

**30%** Reduced operating expenses

**75%** Privacy processes automated

Fortune 500  
Consumer Products  
Company

#### Company Profile

SIZE  
Fortune 500

INDUSTRY  
Consumer Products

## CHALLENGES

The privacy compliance and business challenges that the company worked with TrustArc on include:

- Becoming informed on issues relating to managing compliance with GDPR and CCPA
- Managing global laws and regulations
- Understanding the risks associated with the collection of personal data
- Gaining guidance on privacy program development
- Operationalizing their privacy program
- Needing to demonstrate GDPR compliance
- Lacking centralized data inventory (cross-org collaboration difficult)
- Automating and managing DPIAs
- Managing privacy office and legal processes creating bottlenecks



*TrustArc helps us to build awareness and importance of privacy with employees by use of privacy and vendor assessments. TrustArc's automated tools such as Cookie Consent Manager and Assessment Manager help us comply with GDPR, which now allows us to leverage for CCPA.*

## USE CASE

The key TrustArc solutions and services that the company uses include:

- **Assessment Manager** to do cross-org data privacy assessments (DPIAs) and vendor risk assessments
- **Data Inventory Hub** to provide a single place to maintain the company's privacy data inventory in a secure and sustainable way
- **Cookie Consent Manager** to manage cookie compliance under GDPR and CCPA
- GDPR readiness **Consulting Services**
- The company has utilized TrustArc for their privacy needs for 2+ years.



Assessment Manager



Data Inventory Hub



Cookie Consent Manager



TrustArc  
Managed Services

## RESULTS

The company achieved the following results with TrustArc:

- **Cut time-to-compliance by up to 15%**
- **Reduced operating expenses** required to run their privacy program **by 16-30%**
- **Automated more than 75%** of privacy processes that were previously managed manually
- Conducted **consistent assessments** (e.g., DPIA/PIA) across the global organization to achieve compliance with GDPR
- Created a **central repository for their data privacy inventory** that enabled collection of accurate business process activity records and collaboration across the organization
- Generated **Article 30 report** to meet regulatory obligations
- Began assessing their third-party vendors via **vendor privacy risk assessments**



The company noted satisfaction with the following aspects of TrustArc:

- Ease of use of the tools and offerings
- Flexibility to scale to meet changes in my business
- Level of customization available
- Onboarding and support process
- Ability to generate meaningful reports



The company also agreed that TrustArc:

- Made it easier to fulfill compliance obligations
- Demonstrates high subject matter expertise for privacy compliance
- Offers highly innovative privacy products
- Helps automate and operationalize the privacy program
- Enables us to make more informed business decisions
- Helps us automatically identify applicable laws and regulations

*In addition, TrustArc's enhancements to address new laws and integrations with other partners provides for further opportunities for improvement to our privacy programs.*

Ready to get started?

Read About TrustArc



Talk to an Expert

#### About TrustArc

As the leader in data privacy, TrustArc automates and simplifies the creation of end-to-end privacy management programs for global organizations. TrustArc is the only company to deliver the depths of privacy intelligence, coupled with the complete platform automation, that is essential for the growing number of privacy regulations in an ever-changing digital world. Headquartered in San Francisco, and backed by a global team across the Americas, Europe, and Asia, TrustArc helps customers worldwide demonstrate compliance, minimize risk, and build trust. For additional information visit [www.trustarc.com](http://www.trustarc.com)