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- + verification step of sending an email confirming the identity of the data subject who initiated the request on the website.

# Music Corporation Company

### Company Profile

SIZE: Multinational | INDUSTRY: Consumer Electronics

## CHALLENGES

Keeping track of data subject access requests can be quite a challenge when you’re an international business in a landscape with constantly changing privacy laws. While this music business is not in the business of selling personal information to other parties, it performs ad retargeting after customers visit their site.

When GDPR was first announced and individual rights were granted to data subjects in the European Union, the business was unsure of how many rights requests they would receive from their website visitors and how they would keep up. With an aggressive timeline, the company needed an efficient way to create bulletproof consent mechanisms that are GDPR-compliant and customer-friendly.



- Managing customer rights requests
- Staying compliant with GDPR and other consumer privacy laws

*Our core competencies are centered on music and audio products, not software development. The company’s ability to leverage the years of software development experience and privacy expertise of TrustArc helps us to realize the importance of efficient system revisions.*

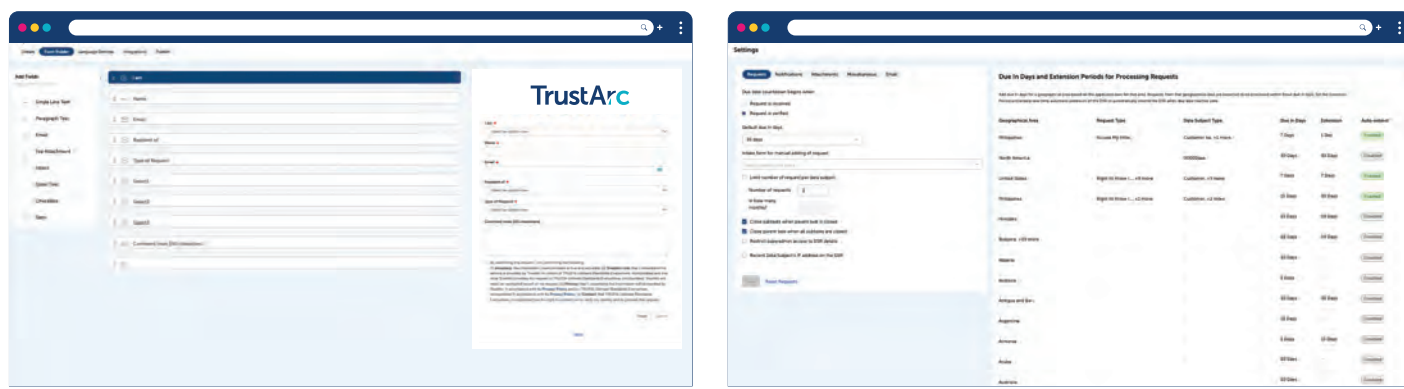
Director of Process Excellence & Information Privacy

## SOLUTION

Using TrustArc Individual Rights Manager (IRM), the company was able to dynamically assess data subject access requests and securely deliver accurate responses, all within the required regulatory timeline.



By choosing the TrustArc platform, the business was able to present an opt-in or opt-out cookie banner on their homepage that provided simple, transparent messaging explaining the company’s use of analytics and ad cookies. With a straightforward implementation process, the business also utilized geofencing through TrustArc to make adjustments to the website banner, accurately reflecting what each country’s or state’s privacy laws required.



For example, for California residents, all the company needs to do is insert a snippet of code that launches the opt-in/opt-out banner when a California resident enters the site. This has greatly helped the business prepare for the upcoming changes to the California Consumer Privacy Act (CCPA) in 2023.

With the TrustArc Individual Rights Manager, the business has also reached their goal of automating the receipt of any rights requests, including the verification step of sending an email confirming the identity of the data subject who initiated the request on the website. Logging and recording this step ensured proof of identity validation before the company deleted a data subject’s record.

Additionally, with TrustArc automatically addressing changes in laws, the company can fully focus on its music business. The ongoing functionality upgrades to TrustArc’s platform module allow the company to benefit from the latest changes without requiring its internal staff to perform a manual heavy lift.

## RESULTS

TrustArc Individual Rights Manager has enabled the music business to address every new change in a consumer privacy law, enabling the company to achieve and maintain compliance while building and fostering trust with their customers.

### Benefits from using the Individual Rights Manager are:

**Customize Customer’s Privacy**  
Customers can easily opt-in or opt-out of data sharing with a click of a button.

**Automate Workflows**  
The music company is able to automate the process of fulfilling data subject access requests.

**Gain a Centralized Data Solution**  
The solution provides a central place to logically organize and document business processes to feed personal information databases.

**Maintain Global Compliance**  
TrustArc provides contextualized, up-to-date regulatory guidance to ensure workflows are always aligned with the latest privacy regulations.



*“I’ve been impressed with TrustArc’s ability to receive feedback on their product. They actively solicits feedback, and I’ve seen them implement new features based on our ideas. TrustArc has definitely walked the talk, and not all vendors I’ve worked with necessarily do that.”*

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## 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 depth 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)