



CASE STUDY

Major Retailer happy with the results of Identity Cloak video reaction compliance software

The users' verdict on the efficacy of this in-house compliance tool is: "you can play with, it's flexible, you can get the results you want."



Against the backdrop of GDPR, which came into force in May 2018, a major High Street retailer examined its compliance practices for CCTV footage requests.

With nearly 400 stores across the UK, Ireland, Europe the retailer receives requests for video footage that fall under the requirements of GDPR from the police, insurance companies and individuals.

The company has a policy to try to settle issues in a fair and proper manner in-store, or shortly afterwards, when an event occurs. Nevertheless, some incidents result in requests for CCTV footage, which are sometimes classified as individual rights requests. The incidents cover a range of categories, including accidents, crime, insurance claims, customer disputes and staff discipline. Requests are usually reasonable but are occasionally hostile, and hostile requests further heighten the need for compliance diligence.



Finding an in-house solution to make GDPR manageable

Under GDPR, when CCTV footage is shared, only the person(s) of interest are allowed to be identifiable. All third parties, and identifying characteristics such as number plates, must be blurred (redacted) to ensure the personal privacy of staff and the general public.

To ensure GDPR compliance, the retailer signed up to Facit Data System's Identity Cloak automated redaction software. Identity Cloak enables companies to redact video footage in-house without the need for technical specialists or intensive training, so saving time in meeting 30-day GDPR deadlines and the potentially high cost of outsourced bureau services. The retailer also works closely with its insurers to ensure compliance, and having an in-house solution facilitates dialogue in order to mitigate risks and achieve the highest levels of compliance for shared footage.

Identity Cloak was commissioned by the retailer's Profit Protection Department who identified that profits are both 'hard' and 'soft'; they can take the form of potential GDPR fines and insurance pay outs, as well as brand reputation and staff morale.

Flexible, user friendly software

The users of Identity Cloak at the retailer characterised Identity Cloak as "a nifty little thing." From a user's perspective "nifty" translated means control of many essential features, from simple screenshot indexing, creating rough drafts and the ability to 'go back', to options for the size and intensity of blur, which includes the users' preferred option to blur the entire background to leave only the person of interest visible. The users' verdict on the efficacy of this in-house compliance tool is: "you can play with, it's flexible, you can get the results you want." Identity Cloak allows the user to pick what they want from video footage, tag and track, or select multiple tracks, select blur intensity and preview results before rendering redacted output for further review or sharing.



Before Facit's Identity Cloak Video Redaction



After Facit's Identity Cloak Video Redaction



Cost effective privacy protection

The retailer identified that compliance and best practice are important matters, which is why they assign senior personnel to redaction. Currently, the number of requests do not have an impact on their other responsibilities.

With Identity Cloak embedded in its compliance policy, the retailer is able to meet GDPR requirements within deadline, to settle or make a significant contribution to dispute settlements, and to ensure that none of its customers or staff is a victim of a privacy breach and unwelcome exposure, such as in a social media post.

The license model for Identity Cloak enables companies to buy credits to suit their redaction throughout, which decrements until a top-up is required. The retailer considers the costs associated with video compliance reasonable and value for money.

Facit works with customers in the new compliance landscape

Chris Selwood, Facit Data Systems, says: “Our retail customers were relatively early adopters of redaction software and are classic examples of companies that seek efficiency and effectiveness in their compliance practices. Working closely with committed customers helps us to enhance Identity Cloak based on how users prefer to work.”

Facit Data Systems is a leading video and data analytics company. Facit’s development team has created a suite of products that help organisations to monitor, count, analyse and manage customers, visitors and staff in high footfall locations. In 2018 Facit launched a complementary product, Identity Cloak, to enable customers to comply with strict data privacy regulations surrounding shared CCTV video footage.



Chris Selwood, Facit Data Systems