



Case study:

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

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.

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."

Background and objectives

With nearly 400 stores across the UK, Ireland and 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.



Making 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'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 inhouse solution facilitates dialogue in order to mitigate risks and achieve the highest levels of compliance for shared footage.

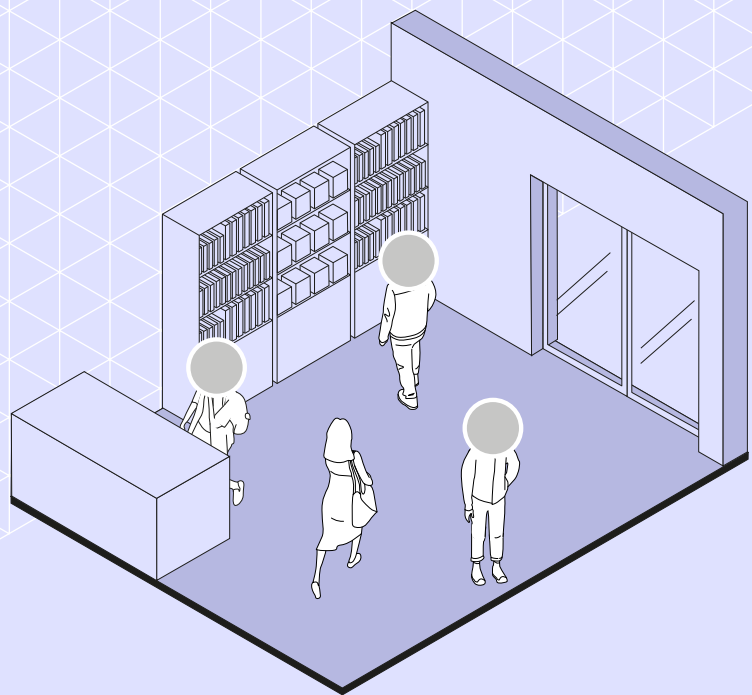
Identity Cloak was commissioned by the retailer's Profit Protection Department who identified that profits are both 'hard' and 'soft'; they can take the form of potential GDPR fines and insurance pay outs, as well as brand reputation and staff morale.

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.



Average video processing time

30 minutes

Stay on top of video footage requests with Identity Cloak

Facit's Identity Cloak video redaction software is quick and easy to use. Redact footage within minutes to ensure privacy for all.

- Automatically track persons as they move around
- Save time and redact in less than 30 minutes
- Redact footage of busy environments
- Remain fully compliant with data protection laws
- On-premise solution to reduce risk and prevent data breaches
- Easy video import, even for proprietary player footage
- CCTV, bodycam, dashcam and social media videos

Multiple redaction features at a push of a button

Automatic redaction

Track and blur all or one face. Automation enables operators to complete requests within minutes and avoid redaction errors.

Manual redaction

If you want full control of how redactions look or need to redact a specific instance, simply select what to blur and it's complete.

Screen capture

For an analogue solution or if there is no access to the original file, the screen recorder captures the footage for import.

Audio retention

Retain all audio for any video files that have been redacted while protecting the privacy of those within the footage.

About Facit

Cutting-edge compliance and video analytics software

Solve problems, create opportunities and enhance business operations

17

Countries where Facit solutions are deployed

80+

Current customers

2

Technology patents granted

Commitment to quality. Simplicity. Excellence. Innovation

Commitment to quality

We offer consistently high-performing products thanks to years of in-depth team experience and innovative testing.

Simplicity

We offer simple solutions to complex problems, saving you time and resources.

Excellence

We help our clients future-proof their organisations with compliant document and video redaction solutions.

Innovation

We work with the brightest minds from around the world to deliver innovative solutions for our compliance and video analytics clients.

Facit

8 Rankin House,
Murdoch Court, Knowlhill,
Milton Keynes, MK5 8GB, UK

+44 (0)3700 610 498

info@facit.ai

www.facit.ai



Connect with us

