

Leading Game Development Company Uses DeleteMe to Protect Staff and Executives from Harassment and Doxxing

CUSTOMER PROFILE

With millions in annual revenue, this company is one of the world's top 10 largest gaming companies. It has been developing high-profile multiplayer games enjoyed by millions of people worldwide for decades.

CHALLENGE

When it comes to online gaming, not everyone plays by the rules. As the number of players grew, the company was forced to remove individuals who violated its platform's terms of use. Unfortunately, some of these individuals responded by threatening the company's executives and developers directly.

Faced with the risk of their Personally Identifiable Information (PII) being leaked online by disgruntled individuals, doxxing (releasing an individual's PII online) became a danger for executives and developers within the company. As the volume of threats grew, company employees began to fear both for their personal safety and that of their families. The company's executive protection team knew they needed to respond and put a solution in place to protect their employees from PII exposure.

Any tool the company used to remove PII online also had to provide scalable protection and work continuously, by finding and removing PII when it found its way online. With employee numbers expanding and personal information exposure increasing, the company needed an effective PII monitoring and removal solution that could grow alongside them.

SOLUTION

The company chose DeleteMe. A leader in employee PII monitoring and removal for over 10 years, DeleteMe provided the company with a custom platform for employee PII monitoring and removal.

For at-risk staff, DeleteMe's data broker monitoring and removal capability immediately delivered clear PII exposure reduction without any extra operational burden. Onboarding was simple. After a quick sign-up process, employees could rely on bi-monthly automated personal

SOLUTION (cont.)

information search and removal from online sources, including more than 60 data brokers.

Meanwhile, Human Resources could also administer additions or upgrades to DeleteMe coverage autonomously, adding or removing individuals in response to developing threats.

RESULTS

After initial use by a few key staff members, the company rapidly expanded DeleteMe coverage to protect at-risk individuals across its organization.

Used as a tool to protect employees from personalized threats, DeleteMe also became a valuable cultural asset. This was thanks to the immediately visible impact that DeleteMe's regular PII monitoring and removal progress reports provided for staff.

Knowing that their employer is taking the initiative to protect them, individuals' well-being benefited immensely from using DeleteMe.

INDUSTRY	SITUATION	CHALLENGES	SOLUTION
Gaming	Globally known US-based online video game developer	Growing volume of threats against executives and developers Increased risk of doxxing Need for scalable protection No tolerance for solutions that get in the way	PII monitoring and removal for developers and executives Reduced threat of doxxing Improved sense of staff well-being and safety Protection that grows with the company

Protect Your Staff with DeleteMe for Business

Get in touch with us to learn more about how our customers use DeleteMe to automatically protect sensitive employee data.

Email sales@joindeleteme.com or Call (833) DeleteMe

To learn more about how DeleteMe removes employee and executive private information, contact us at sales@getabine.com <https://joindeleteme.com> | 833-335-3836

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