

# DeleteMe Helps Information Management Company Reduce Spear-Phishing Risk

## CUSTOMER PROFILE

Publicly listed information management company with tens of thousands of employees globally. Operating a network of data centers, information storage facilities, and service companies, the company generates billions in revenue a year.

## CHALLENGE

With a business model built on keeping its clients' data safe, the company takes proactive cybersecurity seriously. For its security teams, this means always being alert to evolving threats.

As part of the prevention-focused security posture, mitigating the risk of targeted phishing was a top priority for the company's chief information security officer (CISO). Even with extensive security controls in place, a spear-phishing attack could give advanced threats easy access to network assets. To reduce the chances of a phishing campaign succeeding, the security team deployed several anti-phishing solutions and constantly monitored the types of phishing attacks targeting key employees.

However, when suspicious mail arrived at an executive's home address and spam phone calls increased, it was clear that third parties were getting access to executive personal information on the open web.

Without another layer of protection, this attack vector was dangerously exposed. To maintain cybersecurity, a straightforward and sustainable solution was needed to stop the flow of executive personally identifiable information (PII) into the hands of third parties.

## SOLUTION

Keenly conscious of the need for security return on investment (ROI), any solution the company deployed had to deliver measurable PII risk reduction. It also could not place any burden on executives themselves.

After a period of extensive market research by the CISO and the security team, the company chose to partner with DeleteMe and rapidly deployed a high level of DeleteMe PII monitoring and removal coverage for top leaders, including the chief executive officer (CEO).

Impressed with DeleteMe's performance, the security team used open-source intelligence (OSINT) reports to identify other at-risk individuals. As the level of employee personal information exposure became apparent, DeleteMe coverage was expanded across the company's entire C-suite.

## RESULTS

With DeleteMe, the organization's security team acquired a powerful tool to reduce the risk of a spear-phishing attack. With the volume of exposed PII of covered employees decreasing noticeably, DeleteMe provided significant gains in risk reduction.

Proactive, automated, and transparent, DeleteMe gives both the covered individuals and the company's security team regular updates on information monitoring and removal efforts. This means that in a business environment where state-supported threat actors are weaponizing PII, the company can proactively mitigate the risks associated with spear-phishing attacks.

DeleteMe also gives added peace of mind to executives themselves. For individuals in public-facing roles, regular PII removal reports provide a reassuring reminder that both their own and their families' PII is being kept safe from malicious hackers.

INDUSTRY	SITUATION	CHALLENGES	SOLUTION
Information management	Global company operating a network of information storage facilities, data centers, and other connected businesses	PII exposure increasing risk ▪ Executives receiving personalized phishing mail ▪ Need for clear ROI of security solution	Deployment of high-level DeleteMe coverage for executives ▪ Removal of PII from third-party sources ▪ Scalable PII protection

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