

Nationally known nonprofit uses DeleteMe to defend staff and high-profile volunteers against personalized threats

CUSTOMER PROFILE/BUSINESS BACKGROUND

A national nonprofit organization with many recognizable employees and volunteers.

CHALLENGE

Defending American rights, this nonprofit organization is no stranger to going against the grain. But as politics have become more polarized, charged issues often make its staff and volunteers targets for threat actors.

For the organization's information security team, threats against individuals and the organization made it increasingly important to prevent staff's and volunteers' personally identifiable information (PII), including their personal phone numbers and home addresses, from falling into the wrong hands. This information was becoming frighteningly easy for threat actors to find online—often through little more than a Google search query.

To mitigate the operational security risks created by PII exposure and protect the people behind its mission, the nonprofit needed a way of finding and stopping PII from appearing online. With millions of supporters, the nonprofit also needed a way of doing so at scale and without placing an extra burden on individuals.

SOLUTION

The nonprofit's security team understood that they couldn't rely on training alone to mitigate threats such as harassment and social engineering campaigns.

They knew that data brokers constantly collect and distribute publicly available PII from their staff and volunteers without their permission. While individuals could attempt to remove their information themselves, it would just reappear online unless they did so repeatedly.

To fight back, the nonprofit needed to give its supporters and employees access to a proactive and trustworthy PII search and removal service that takes data offline automatically. The nonprofit chose DeleteMe. Based in Boston, MA, DeleteMe is a PII removal service with over 12 years of experience helping NGOs, charities, and nonprofit organizations protect staff PII.

SOLUTION (cont.)

With DeleteMe, the nonprofit was able to provide its staff with a bi-monthly automated PII search and removal service that covered various online sources of PII exposure. Volunteers were also given access to the same service at a heavily discounted rate, subsidized by the nonprofit.

“This is a very valuable service that can help protect an individual's privacy. The service from DeleteMe has been outstanding.”

—The nonprofit's information security architect

RESULTS/BENEFITS

Soon after deployment, PII removal became a core security tool for the nonprofit and a benefit for the organization's staff. Through monthly removal reports, DeleteMe delivered a measurable privacy improvement for covered individuals.

Staff and volunteers could see how each month, DeleteMe found and removed more of their information from the web, making it harder for threat actors to find where they live, what their family situation is, or how to contact them.

“The staff at this nonprofit feel supported and valued because their leadership takes their privacy and security concerns seriously.”

—The nonprofit's information security architect

SECTOR	ENVIRONMENT	CHALLENGES	SOLUTION
Nonprofit	Household name nonprofit with 100 employees and thousands of volunteers	Political work attracting threat actor attention • Increasing level of personalized threats against staff and volunteers • Need to protect a large number of individuals	PII protection for staff as part of a benefits package • Discounted offering for volunteers • Expanding coverage with different levels of protection

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DeleteMe is built and run by Abine, Inc. The Online Privacy Company Abine Inc., 18 Bow Street, #55, Somerville, MA 02143