

Success Story

Major American Airline Achieves GPC Compliance & Automates DSR with Clarip

Industry: Major American Airline Carrier

Size: Operating across North and Central America, the carrier focuses on affordable air travel for a large customer base, driving significant website traffic for booking and service inquiries.

Business Challenge: The airline had utilized a legacy privacy vendor's Data Subject Request (DSR) solution for privacy compliance, but it was not a sufficient Opt Out solution. One key gap was the lack of Global Privacy Control (GPC) detection, making it challenging to manage user data requests and compliance consistently across digital channels. With high digital traffic from flight bookings, the need for an efficient privacy solution became essential to maintain compliance and improve user experience and trust.

Previous Privacy and Compliance Strategy

The legacy privacy vendor solution required considerable manual intervention, making it difficult to scale efficiently. The absence of automated GPC detection posed risks for compliance, as user opt-out preferences couldn't be reliably captured across multiple domains and devices.

The Challenge

Several issues became apparent with the legacy compliance strategy:

- **Labor-intensive processes** needed to manage DSRs and Opt Outs seamlessly were time-consuming, with high potential for delay and error.
- **Lack of GPC detection** meant the airline couldn't automatically recognize user opt-out preferences, raising compliance concerns.
- The airline required a **consistent compliance approach** across three critical domains—booking, flights, and main website platforms.

What Prompted Change?

In early 2023, as privacy regulations evolved, the airline identified the need for a more automated, efficient compliance solution. The risks of manual processing and missing out on GPC detection in their prior setup motivated them to seek a diversified compliance approach. Conversations around implementing a better solution began in February 2023, with a strong emphasis on maintaining regulatory compliance across digital touchpoints.

Adopting a Proactive Approach to Privacy

Instead of waiting for their legacy solution to implement GPC detection, the airline chose a more comprehensive and proactive approach by adopting Clarip. This decision allowed them to address compliance needs immediately, without relying on potential updates from their existing provider.

To ensure a smooth transition and maintain functionality, the airline initially used Clarip's solution specifically for GPC and DNSS (Do Not Sell/Share) requests, while their existing privacy provider continued handling DSRs for right to know, delete, and correction requests. Now, the airline is in the process of migrating all DSR requests to Clarip, aiming to consolidate privacy management under one platform, further streamlining operations and compliance.

This phased approach allowed the airline to minimize disruption and achieve compliance quickly while setting the foundation for a more unified and automated privacy management process.

The Clarip Solution Provided

- **DNSS and GPC Detection Integration:** Clarip's DNSS added GPC detection across all domains, ensuring the airline complied with user opt-out requests.
- **Cookie Banner and Preference Center:** Transparent, user-friendly interface for cookie management, improving the customer experience and compliance.

The Outcome

After implementing the DNSS and DSR solutions, the airline achieved full GPC compliance across all domains, automatically processing an average of **115,000 requests per month**. This automation significantly streamlined manual processes, reducing the labor required to handle data requests. Additionally, the introduction of an intuitive cookie preference center enhanced customer trust by providing clear user choices and greater transparency around data practices.

Conclusion

By adopting Clarip's DNSS and cookie banner solutions, the airline addressed regulatory demands and elevated its privacy compliance across three primary domains. This comprehensive solution enabled the airline to meet GPC requirements, streamline DSR management, and reinforce customer trust through enhanced data transparency and protection.

For more information, contact sales@clarip.com, or call Clarip at **1-888-252-5653** to get started.

Mike Mango

COO & SVP, Enterprise Accounts

mmango@clarip.com

(646) 983-4618