



FACIT
DATA SYSTEMS

A grayscale photograph of a woman with long dark hair, wearing a white long-sleeved shirt and a black backpack. She is looking down at a smartphone in her hands. Her face is obscured by a large, pixelated black rectangle, representing video redaction. The background is a blurred crowd of people.

VIDEO REDACTION CASE STUDY

CASE STUDY

One of the big 4 grocery retailers in the UK
"better off" with Identity Cloak in-house video
redaction

'THE SOFTWARE IS STRAIGHTFORWARD TO USE.'

- Said the Investigations Manager at one of the leading grocers

The Supermarket already had practices in place to protect the privacy of people captured on video footage prior to the advent of GDPR in May 2018. The cost of outsourcing and the risk of delays involved in receiving compliant video back from suppliers prompted the supermarket to research the market for alternative solutions.

supermarket had always been mindful of the fact that its stores are very busy environments, hence the company invested in pixelating video footage.

However, the outsourced arrangement was not 100% satisfactory as it proved time consuming, expensive and involved an unpredictable period of waiting for processing.



Researching alternative redaction solutions

The company undertook an exploration of the market. Having seen Facit's Identity Cloak on a trade stand, the Senior Data Protection Officer and their team were initially attracted by the way Identity Cloak inverts the usual approach to redaction, by selecting the only person(s) of interest and blurring everyone else.

After downloading a free trial of Identity Cloak and the initial impression was favourable, with the elimination of manual processes being seen as a positive feature.

Although the supermarket is a large commercial organisation, it has to scrutinise budgets. The software users formed the view that redaction was something they could control in-house and avoid the cost of outsourcing.



Track, preview and output redacted video in minutes

Identity Cloak enables users to look at recorded incidents and tag and track the person(s) of interest while masking the identity of all others.

The software generates a preview to check privacy compliance, before a final redacted video is generated, all in 10 to 15 minutes, which compares with three to

five days using competing systems, or an indeterminate wait for the return of outsourced redaction.



Integrating with broader CCTV outlook

The supermarket takes a broad approach to its large CCTV infrastructure, with a focus on analytics. The next step in evaluating Identity Cloak was to assess whether it could be incorporated in the company's general approach to CCTV security, which involved an in-house proof of concept being undertaken.

During the proof of concept, the supermarket identified a modification to Identity Cloak needed to meet their internal processes – in the form of a screen recorder – and were impressed by Facit's willingness and responsiveness in implementing the update.

Identity Cloak straightforward to use

Identity Cloak is now an established part of the supermarket's data privacy protection, and the small team of operators report that "the software is straightforward to use."

The Investigations Manager says that they have

"far better oversight of redaction costs now, whereas it was previously difficult to track spending."

The legal department is happy

The Investigation Manager says that redaction is quicker and “the company is in a better position using Identity Cloak.”

He reports that the legal team is also happier because Identity Cloak provides a reliable in-house solution, which is increasingly important now that the strictures associated with GDPR have taken data protection to even more demanding levels.

The ability to control redaction in-house eliminates the risk of data leaks and enables Tesco to meet tight GDPR deadlines for providing compliant footage.

Implementation simple; training waived!

He says that anyone with moderate computer literacy can use Identity Cloak.

“On-boarding Identity Cloak was simple. I received some orientation, and the system is intuitive, so I declined training for the team as we felt self-sufficient from the outset.”

Waqas Hussan, CEO, Facit Data Systems , Says...



It is great to have a renowned retailer put identity cloak to test and find that we have earned plaudits from several departments.”

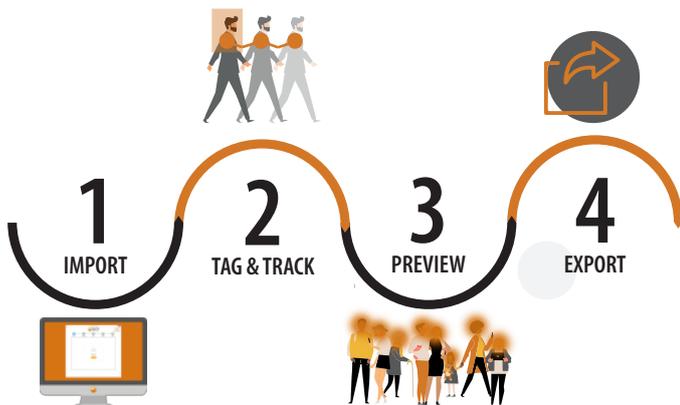
Chris Selwood, Sales Director, Facit Data Systems added...



“I was pleased to work closely with the Senior Data Protection Officer to ensure that we fulfilled the supermarket’s procurement protocols, so that his team now enjoys the many benefits of simple in-house redaction.”

Identity Cloak Free Trial

For a free trial of our Identity Cloak please contact Facit Data Systems on: www.facitdatasystems.com



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