

A photograph of three business professionals (two men and one woman) gathered around a laptop in an office setting. They are all looking at the screen with focused expressions. The man on the left is wearing a plaid shirt, the woman in the center is wearing a white blouse and a grey blazer, and the man on the right is wearing a suit and glasses. The background shows a brick wall and a window with a view of a city.

Case Study

Privacy Assurance for a Multinational General Insurance Company

Client

The client is one of the largest insurance companies based in the United Kingdom. The company operates in 28 countries and has over 20 million customers around the world.

Challenges



LTIMindtree Solution



Examined the purging of all unconverted quotes older than 13 months by means of a batch job.



Validated the changes across platforms to ensure proper recording of both, granting and withdrawal of consent.



Tested the impact of data control on the performance of applications.



Tested the cookies thoroughly to check for portal banner.



Validated Policy Statement, Terms and Conditions mentioned under Consent Management, and the Privacy Policy wordings across all the pages of the website using PDF Diff tool.

Business Benefits

- Ensured data minimization by testing the purging process of 50 million unconverted quotes.
- Ensured proper cookie policy adoption by covering the types of cookies set, the data being tracked, the use for that data, etc.

LTIMindtree is a global technology consulting and digital solutions company that enables enterprises across industries to reimagine business models, accelerate innovation, and maximize growth by harnessing digital technologies. As a digital transformation partner to more than 700+ clients, LTIMindtree brings extensive domain and technology expertise to help drive superior competitive differentiation, customer experiences, and business outcomes in a converging world. Powered by nearly 90,000 talented and entrepreneurial professionals across more than 30 countries, LTIMindtree — a Larsen & Toubro Group company — combines the industry-acclaimed strengths of erstwhile Larsen and Toubro Infotech and Mindtree in solving the most complex business challenges and delivering transformation at scale. For more information, please visit www.ltimindtree.com.