⧖ DataGrail

Data privacy, simplified

Introduction

When Overstock and Bed Bath & Beyond merged in 2023, they selected DataGrail to service their entire privacy program. By this time, Overstock had already partnered with Datagrail for 3 years, scaling expensive and manual processes to a single, automated, integrated solution.

BED BATH & BEYOND®

Founded: 1971
Industry: Home retail
Location: Midvale, UT

The Challenge

An outdated data privacy model
After being acquired by Overstock in 2023, Bed Bath & Beyond realized that they needed to quickly implement sweeping changes to their data privacy approach.

The largest issue was how the company was handling data subject requests (DSRs). At times, customers would only have access to a brief online description of how to file a request, with instructions to email the company directly. In addition to creating unnecessary friction for the customer, this also generated enormous amounts of work—and wasted time—for Bed Bath & Beyond's IT operations.

Bed Bath & Beyond was also looking for a solution that could integrate with a large number of other internal and third-party systems, including cloud and on-prem. Most technologies on the market could only be paired with a single system; Bed Bath & Beyond needed one that would seamlessly link with roughly 50 systems.

"When we initially started looking at solutions, it was taking us upwards of three weeks to service a DSR, touching 46 individual technologies, each having 1-2 people servicing those technologies. There were often challenges with availability and folks not having the time."

BED BATH & BEYOND® **Brandon Greenwood,** Chief Information Security Officer

The Solution

A turnkey solution for data mapping and DSR management

The Bed Bath & Beyond team chose DataGrail as their data privacy partner because DataGrail offers solutions that:

1. Automate data discovery, mapping, and DSR management
2. Work across cloud and on–prem
3. Support unlimited integration capabilities

With DataGrail, Bed, Bath & Beyond transformed data privacy from a cumbersome liability into a streamlined process that could act as a cornerstone for the company's new, online business model.

Bed, Bath & Beyond also created a risk council to ally legal, compliance, security, and privacy teams as a unified taskforce to address privacy more comprehensively across the business. Every team was able to participate using shared language and metrics through DataGrail.

"DataGrail has really helped us with reducing risk and gaining trust from our customer base, and making it a very easy and seamless process. It's been a 10x ROI from the investment in DataGrail."

BED BATH & BEYOND® **Brandon Greenwood,** Chief Information Security Officer
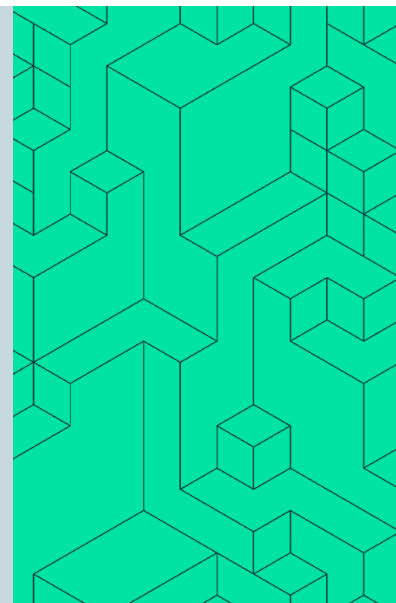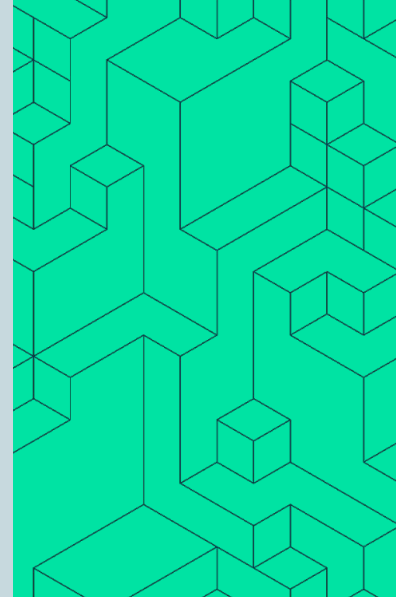
The Results

Reducing DSR turnaround from 3 weeks to a few hours

Using DataGrail, Bed Bath & Beyond was able to improve the customer and employee experience. In addition to providing customers with a fast and easy path to manage their data, DataGrail's solution made internal operations more efficient by cutting turnaround on DSRs from three weeks touching numerous teams to a few hours managed by a single person. Automating this process allowed engineers to focus their efforts on engineering rather than on tasks outside of their job descriptions.

The results of the partnership speak for themselves: Bed Bath & Beyond has seen 10x ROI from their investment with DataGrail thanks to the dramatic reduction of engineering time dedicated to privacy compliance.

"DataGrail continues to innovate and deliver on other requests we've had since launch.

In moving from three weeks for a request to less than a day, DataGrail freed our engineers to do what they're there for. "

BED BATH & BEYOND

Brandon Greenwood,
Chief Information Security Officer

Take a self-guided tour of DataGrail to try it for yourself

TAKE TOUR