

# CASE STUDY

## Data Protection for Grocery Distribution and Retail Markets

Ask almost anyone what first comes to mind when they think of Italy and chances are, their answer will be “food.” In fact, it’s estimated that the country’s export of non-durable goods – a large portion of which are foods – grew by 15.2% between June 2020 and June 2021.

So, it’s not surprising that the food sector is one of the country’s most important industries. And the largest supermarket chain in Italy is Coop, which is lead by a large number of Italian consumer cooperatives. To manage branded products, relationships with suppliers, marketing and quality policies, and non-food purchases, the Italian consumer cooperatives created Coop Italia, and over 160 years, they have been able to create one of the most important collective entities on the Italian market as well as combine economic logic and social responsibility.

Among the leading brands in the Italian retail sector, Coop has a turnover of 14.4 billion Euro through 2,349 points of sale. It has 57,450 employees and 6.4 million members (2020).

Coop’s task has always been to seek new responses to the changing needs and requirements of its citizens and it is for this reason that, while maintaining its core business in the food distribution sector, it has over time expanded its sphere of action to include other services of interest to its members and consumers, including mobile telephony. CoopVoce was founded in 2007 and is the first Italian mobile virtual operator.

To improve operational efficiency and prioritize customer needs, CoopVoce needed to collect customer data for commercial, service management, technical purposes. Along with these initiatives, any data processed and stored needed to comply with the data protection specifications dictated by the GDPR. Protegrity’s data protection solutions turned out to be the right platform for the job.

### Objective

- To have the data protected according to GDPR regulations
- To analyze data anonymously
- To increase the level of security in the company’s data exchange

### Challenges

Coop Italia needed an on-premise solution that would successfully encrypt its CoopVoce clients’ data.

### Solution

Using Protegrity’s encryption solution ensured CoopVoce’s data protection initiatives and data exchanges met GDPR regulations.

### Impact

Thanks to Protegrity’s data protection solutions, CoopVoce is now compliant with current regulations.

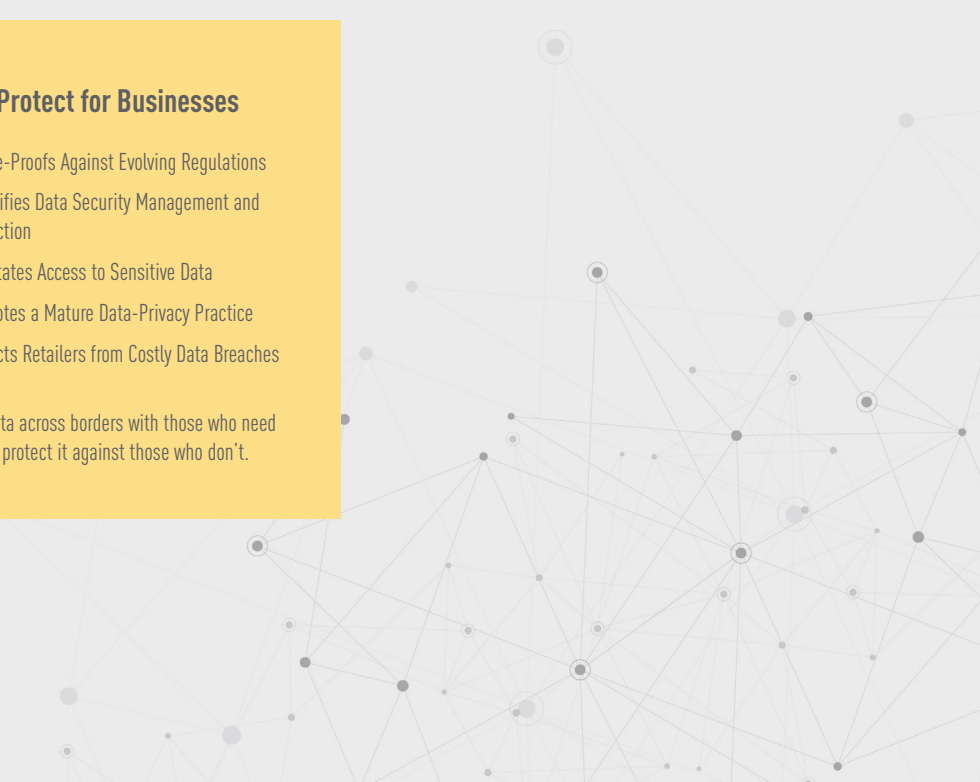
### What Is Privacy Protect?

Privacy Protect empowers businesses to extract value from sensitive data while ensuring the privacy of customers and employees is preserved. By evolving with regulations, like GDPR, Privacy Protect continuously helps retailers make the most of their data while staying in-step with compliance now and in the future.

### Privacy Protect for Businesses

- Future-Proofs Against Evolving Regulations
- Simplifies Data Security Management and Protection
- Facilitates Access to Sensitive Data
- Promotes a Mature Data-Privacy Practice
- Protects Retailers from Costly Data Breaches

Share the data across borders with those who need to know and protect it against those who don’t.





### Technical Value

The solution offers a comprehensive and flexible approach to telecommunication customer data via encryption on Teradata databases.

### Impact

Protegrity's encryption solutions allowed CoopVoce to effectively protect their customers' data while providing comprehensive protection for their Teradata databases. As a result, **Coop Italia was able to achieve GDPR compliance**, protecting their corporation from costly data breaches and providing peace of mind to their customers. With their reputation and customer data protected.

## Protegrity for Retailers

For more than two decades, Protegrity, a global leader in data security, has protected the sensitive data of the largest brands in the world, including dozens of global retailers and three of the world's leading multinational companies.

Protegrity provides the only platform that lets enterprises decide which data should be classified as sensitive and allows them to control how they safeguard that data.

With Protegrity, retailers maintain unrestricted enterprise access to all generally available data security technology, both now and in the future, including advisory services and 24/7 support.

**READY FOR THE NEXT STEP? CONTACT YOUR  
PROTEGRITY REPRESENTATIVE TODAY!**

**VISIT [WWW.PROTEGRITY.COM](http://WWW.PROTEGRITY.COM)  
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