CASE STUDY

OneTrust and Grant Thornton Partner to Drive Transportation Services Company’s Privacy Program

Fast Facts
Customer: Fortune 500 Transportation Services Company
Industry: Transportation Services
Key Partner: Grant Thornton
Products: Assessment Automation, Data Mapping, Data Subject Access Requests, Vendor Risk Management
Implementation Time: 7 Months

Grant Thornton LLP (Grant Thornton) is a OneTrust partner and is the U.S. member firm of Grant Thornton International Ltd., a world-leading organization of independent audit, tax and advisory firms, made up of over 56,000 people in 140 countries globally. At the heart of their operation is the people they serve, collaborating, deliberating, and innovating to offer creative solutions to drive excellence.

When a subsidiary of a Fortune 500 transportation services company operating across a wide range of automotive services, approached Grant Thornton to build their privacy program from the ground up, the firm worked with OneTrust to build a program based on technology. OneTrust adds value through its industry leading privacy automation platform, and Grant Thornton through its industry leading experiences, lessons learned from multiple end-to-end privacy program implementations, and proven history working with the OneTrust team.

The Starting Line for a Privacy Program
The starting point for this project was a clean slate, the client wanted to work with Grant Thornton to build their entire program from the bottom up. This included enhancing the data inventory, creating a unique privacy policy and notice, developing an individual rights management process, updating the consent management process, and identifying the best implementation solution.

The key need for this transportation services company was for experience and expertise on how to develop a smooth running and highly functional program, and they wanted a partnership that would support ongoing learning from other companies and the industry, as well a support with the heavy lifting throughout the implementation.

“Expertise and experience were what this transportation services company needed, they wanted ongoing support from partners who understood the experiences of others across the industry,” said Lindsay Hohler, Principal at Grant Thornton.

OneTrust + Grant Thornton: The Partnership to Deliver a Privacy Program for a Transport Services Client
For a Fortune 500 transport services organization that operates on this scale, technology was going to be fundamental to building their program, meaning choosing the right technology was vital.

OneTrust was considered from the very beginning as both parties were familiar with the technology. A variety
of companies were shortlisted, evaluated against Grant Thornton's scorecard, which measured a range of criteria including data mapping, individual rights functionality, customization, bulk import, overall solution, user interface and vendor support.

OneTrust scored highest against all of Grant Thornton's criteria, and was set apart by a clear track record for adaptability and agility: as the market's needs developed so did OneTrust's products. Implementing privacy technology that moves and grows with the industry is key for program longevity.

Standing out from the crowd, OneTrust offered maturity and breadth at a competitive price. Grant Thornton's client needed a tool that would offer key functionalities in the most efficient way, not least of all the importing and exporting of data. “The ability to import and export data was incredibly important, OneTrust enables this seamless process as part of its critical functionality,” said Lindsay.

OneTrust demonstrated all of their products and the extra care and attention that the OneTrust team put into providing a detailed and personal experience in this tentative stage of the program was evident, including the use of a sandbox environment. These demonstrations were to the client's core team, made up of the project lead from the legal team, info-sec team and tech team.

Grant Thornton's scorecard approach to vendor comparisons formed the basis for their presentation to the executive committee, and little convincing was needed as the results spoke for themselves. The key benefits that OneTrust brought to the table were great value and functionality, but what really set them apart from the crowd was the pace at which OneTrust develop their tools. The tools that would sit at the heart of the program were Assessment Automation, Data Mapping and Data Subject Access Requests.

A Smooth Ride for OneTrust Implementation
Grant Thornton worked with OneTrust to get the selected products up and running. This included working with the client's security team to implement single sign on and training their team on how to use the tools. OneTrust and Grant Thornton had weekly meetings with core the client's team to provide significant support as any questions were raised.

The end-to-end implementation and onboarding process with OneTrust took seven months. In May 2019 the contract was signed, and the data inventorying and implementation of the OneTrust tool took place from June till August. Moving forward to September and October, Grant Thornton continued its implementation of the individual right management process and other key objectives to build a sustainable and adaptive privacy program. The focus was on ensuring the processes were smooth and efficient, and careful attention was turned to CCPA compliance based on early AG guidance.

“The implementation process was incident free with OneTrust’s support being key to answer any questions,” said Lindsay.

OneTrust and Grant Thornton Go the Extra Mile
Much of the project's success was due to the OneTrust and Grant Thornton relationship. As a OneTrust partner for several years, “An important aspect of OneTrust’s value as a partner is the direct contact, being able to have an open conversation about adaptations and then actually seeing them in the solutions,” said Lindsay.

The success of Grant Thornton and OneTrust's partnership echoed through the client organization, with the combination of expert knowledge and detailed support received throughout the process, it was an easy pitch to the other subsidiaries, and Grant Thornton will help this transportation services company scale their OneTrust use.

“The level of support and trust that the client got from OneTrust and Grant Thornton and with all the expert knowledge, it made it an easy sell to their partner companies,” said Lindsay.