

# Hyundai Department Store Group

## Reducing Potential Data Security Risks by 70 Percent with Solutions from Symantec

Hyundai Department Store Group needed to comply with the South Korean Personal Information Protection Act and put customers at ease that their personal information would be protected. It turned to a data loss prevention solution from Symantec, implemented by Symantec Platinum Partner MAJORTECH Co., Ltd. Results include a 70 percent reduction in potential data security risks, dozens of instances of potentially insecure data deleted from endpoints, as well as a public relations advantage by implementing a data loss prevention solution ahead of competitors.



**“Symantec Data Loss Prevention has helped us strengthen information security and raised our credibility with customers, contributing to our competitive advantage.”**

Jung Min  
 Manager of Information Security  
 Hyundai Department Store Group

### Giving customers what they want

The literal English translation for the Korean word for department store, *baekhwajeom*, is “a place with 100 riches.” It’s all about atmosphere and style, and in South Korea, three major department stores compete for consumer loyalty.

### ORGANIZATION PROFILE

**Site:** ehyundai.com

**Industry:** Retail

**Headquarters:** Seoul, South Korea

**Employees:** 20,000

### KEY CHALLENGES

- Comply with South Korean Personal Information Protection Act (PIPA)
- Gain visibility into potential data loss scenarios
- Demonstrate best-in-class security practices to customers

### SOLUTION

- Symantec™ Data Loss Prevention
- Symantec Business Critical Services

### BUSINESS BENEFITS

- 70% reduction in potential data security risks, with further reduction expected
- Dozens of instances of potentially insecure data deleted from endpoints
- Public relations advantage by implementing a data loss prevention solution before competitors
- Increased employee awareness of security policies, strengthening information security

### SYMANTEC PLATINUM PARTNER

MAJORTECH Co., Ltd.

Hyundai Department Store Group, which opened its flagship store in the affluent Seoul neighborhood of Apgujeong in 1985, “has a knack for catering exactly to the clientele of the neighborhood in which it’s situated,” writes Suzy Chung on The Korea Blog.<sup>1</sup> The Group’s 14 department stores have innovative layouts that differ by location, making the most of available space and local buying preferences. In addition to the department store chain, Hyundai Department Store Group operates 11 other group families that provide home shopping, food, entertainment, and other services to the population of South Korea.

### Demonstrating a commitment to information security

One thing none of Hyundai Department Store Group’s customers want is for their personal information to be lost or compromised. As electronic transactions become the norm, protecting personal information such as residential addresses and registration numbers, credit card numbers, bank account numbers, and telephone numbers becomes all the more critical to consumer confidence and healthy retail commerce. The South Korean government agrees, having recently passed a Personal Information Protection Act (PIPA) that requires written documentation of data security measures and use policies.

“We needed to implement a data loss prevention solution to help strengthen information security and compliance,” says Jung Min, manager of information security, Hyundai Department Store Group. “We also wanted to increase awareness among our employees as to the importance of maintaining tight security around personal information. Our customers’ information is the most critical data we handle, and protecting it is our utmost goal.”

### Discovering potential risks—and eliminating them

Hyundai Department Store Group compared solutions from several Korean vendors against Symantec™ Data Loss Prevention, a comprehensive, content-aware solution that discovers, monitors, and protects confidential data. The company ran a benchmarking test based on internally developed criteria.

“Symantec Data Loss Prevention received the highest ranking of all the products we evaluated in our benchmarking tests,” says Mr. Jung. “It was the most stable solution, and also had the broadest functionality. We saw that we would be able to create data security policies that would be relevant to our compliance requirements.”

The company uses Endpoint Discover, one of the modules of Symantec Data Loss Prevention, to scan for customer information stored on endpoints. “We were surprised at first at what we found,” says Mr. Jung. “We uncovered around 70 instances of potentially unsecured personal information on endpoints. There was no evidence of malicious activity—all the data was there for legitimate business reasons—but it presented a security risk nonetheless. With the visibility Symantec Data Loss Prevention gave us, we were able to identify the risks and delete the data from the endpoints.”

### Reducing potential data security risks by 70 percent

One of the biggest risks to any organization that deals with customers’ personal information is the possibility that the information will be transferred outside the company—usually unknowingly—by employees. To mitigate this risk, Hyundai Department Store Group is using Endpoint Prevent, another module of Symantec Data Loss Prevention, to monitor and block customer information from being transferred by its 6,000 desktop and laptop PC users.

“We educated users about our data loss prevention policies through our internal intranet,” says Mr. Jung. “We’re using Symantec Data Loss Prevention to notify them if they attempt to send personal information outside the company without using digital rights management (DRM) solutions to maintain security. If the security risk is high enough, we block the transmission. Symantec Data Loss Prevention gives us flexibility to set thresholds and change policies over time, in response to business needs. We’ve successfully reduced the number of potential data security risks by 70 percent since we deployed Symantec Data Loss Prevention, and we expect to see further reduction as we continue to strengthen our policies.”

### Bringing in the experts

For deployment and training, Hyundai Department Store Group engaged Symantec Platinum Partner MAJORTECH Co., Ltd. “MAJORTECH has experience implementing Symantec solutions at other organizations, so they were able to predict what kind of issues could occur during this kind of implementation and prevent them from occurring,” says Mr. Jung. “The implementation went very smoothly.”

MAJORTECH holds a Symantec Specialization in Data Loss Prevention, which helped streamline knowledge transfer. “When MAJORTECH provided training, it was clear that they had a broad scope of knowledge regarding Symantec solutions,” says Mr. Jung. “I would definitely work with them again.”

For the highest level of Symantec support, Hyundai Department Store Group contracts with Symantec Business Critical Services. “We haven’t had to use Symantec support yet, but we place a high premium on risk management, and that includes having the best possible support,” says Mr. Jung.



**“Our customers’ information is the most critical data we handle, and protecting it is our utmost goal.”**

Jung Min  
Manager of Information Security  
Hyundai Department Store Group

### A leader in security best practices

Hyundai Department Store Group is the first of South Korea’s three major department store chains to implement a data loss prevention solution, according to Mr. Jung. The company has conducted interviews with the press as part of a public relations initiative to inform the public about its commitment to protecting personal information.

“Symantec Data Loss Prevention has helped us strengthen information security and raised our credibility with customers, contributing to our competitive advantage in our markets,” says Mr. Jung. “The word is getting out. We’ve also succeeded in raising information security awareness among our employees, which has an unquantifiable but significant impact on our security posture. The results have been very encouraging.”

1. Suzy Chung, “The major Korean department stores,” The Korea Blog: Brands & Products, Lifestyle, Travel, July 8, 2011.