

## The Cyprus gaming company uses Keepabl to easily maintain their Privacy Governance

'Compliance is always key in gaming, and GDPR made privacy a driving force in compliance.

We'd done a lot of work already, and were in a good place, but we realised we could manage Privacy more efficiently with the right technology.

We attended the Data Protection World Forum to speak to our selected providers. Keepabl really stood out for us.

Our industry's all about usability, so we appreciate Keepabl's gamification and visualisation of GDPR. Signing up was simple and onboarding was fast.

Keepabl's solution has helped us optimise our Privacy Governance and made it much easier for us to maintain our ongoing compliance.'

**Evgeniy Sudyr**  
Data Protection Officer

### CLIENT PROFILE

Parimatch is an international gaming holding company, with a 25-year history. Based in Cyprus, Parimatch is one of the most popular betting brands, offering its services across multiple digital platforms.

Everyday they offer their own betting line with more than 40 sports pre-match and 20 in-play sports resulting in 1200 events per day.

Parimatch is committed to the continuous improvement of its technologies and services guarantees and is trusted by millions of customers around the world.

That trust is based on Parimatch's commitment to responsible gaming, to which compliance is fundamental.

#### The Customer

Parimatch

#### The Challenge

This international business, with significant work already carried out, needed to take its Privacy Governance to the next level

#### The Solution

Keepabl's  
GDPR SaaS solution  
& Privacy Policy Pack

#### The Results

- GDPR Governance updated and easy to maintain
- Compliance status easy to demonstrate to the board and regulators
- Made collaboration with their trusted advisers much easier

### THE GDPR CHALLENGE

Parimatch, working with their GDPR and security consultants, had already carried out the initial GDPR-compliance project and put in place a pragmatic and risk-based approach. At the same time, as a technology company, Parimatch knew they could make compliance much easier, and gain efficiencies, by introducing the right regtech solution.

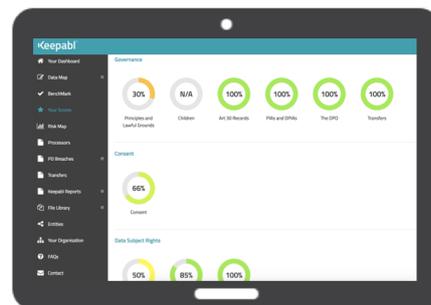
The right solution needed to make demonstrating compliance simpler and help them fine-tune their Privacy Governance system.

## THE SOLUTION

### Gamifying GDPR

Evgeniy, Data Protection Officer at Parimatch, said ‘We looked at all the leading systems. Keepabl stood out as a comprehensive service that was still intuitive and easy to use.’

Keepabl’s visual, interactive features, such as the *BenchMark* and *Your Score*, the *Risk Map*, and the *Activity Analysis*, make seeing where you stand, and where to go next, much more user-friendly.



### A great team player

Evgeniy adds ‘Our consultants have advised us throughout our compliance project, and still do, but now with Keepabl we have a great way to work with them more efficiently.’

For example, our regular meetings are much more efficient, as everyone already has all the information available in Keepabl, whether that’s a Keepabl-generated report or a document in the File Library.’

## THE RESULTS

Keepabl provides Parimatch with a solution that will continue to help and support the company, and their advisers, in monitoring and managing its Privacy Governance including breach management and ongoing impact assessments.

Evgeniy continues, ‘we’re committed to good use of tech to drive competitive advantage. Keepabl is part of that strategy for us.’

## Still struggling with spreadsheets?

Contact us to see how easy we make getting – and staying – compliant with GDPR.

Our holistic approach means you’re up and running quickly, and see results quickly.

hello@keepabl.com

Category	Severity	Impact	Resolution Status	Resolution Date	Resolution Owner	Resolution Status	Resolution Date	Resolution Owner
Category 1	High	Impact 1	Not resolved		Owner 1	Not resolved		Owner 1
Category 2	Medium	Impact 2	Resolved	2023-10-26	Owner 2	Resolved	2023-10-26	Owner 2
Category 3	Low	Impact 3	Resolved	2023-10-26	Owner 3	Resolved	2023-10-26	Owner 3

