

# Expediting Large-Scale Data Subject Access Requests



proSapient is a leading UK-based technology company, providing a primary research and expert networking service to institutional investors, consultants and corporate clients around the world.

Businesses have experienced a huge influx of Data Subject Access Requests (DSARs) in recent years, following the introduction of enhanced data protection regulations such as the GDPR (General Data Protection Regulation) and CCPA (California Consumer Privacy Act). DSAR reviews are a time-consuming and complex task, compounded by the strict 30-day timeframe in which organisations must respond.

Luminance's AI can help to automate many of the manual processes involved with DSAR responses. Prior to using Luminance, proSapient conducted all DSAR reviews manually. ProSapient's General Counsel, Connagh McCormick, estimated that the business currently receives upwards of five substantial DSARs per year, a figure which is only anticipated to increase in line with the company's rapid growth trajectory. The result has been a significant time and cost drain on the business, with proSapient's in-house legal team manually redacting names across thousands of documents and emails per project. Whilst some projects have demanded significant resource from several members of proSapient's Legal, IT and Compliance teams, others have required outsourcing, resulting in extensive legal fees of up to £22,000 for one project alone.

**“Luminance’s AI enables us to recoup costs and keep more of this work in-house moving forward.”**



**Connagh McCormick,**  
General Counsel

## KEY RESULTS:

**99%** Workflow Allocation  
From 166,000 to 800 documents

**↓\$** More than 20k Cost-Savings  
Using AI across just one project

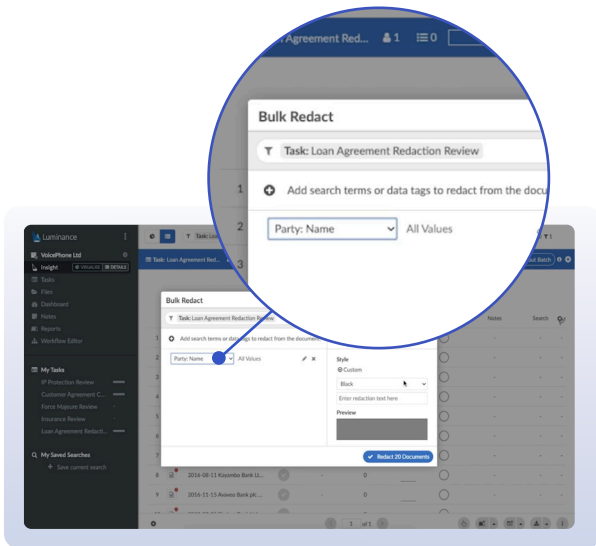
**🕒** >50% Time-Savings  
During document review



Understand the entire dataset at a glance with Luminance's AI-powered data visualisation

Faced with a large-scale DSAR project and an impending deadline, proSapient turned to Luminance's AI. Instantly deployable via the cloud, Luminance's AI was able to automatically read and analyse the vast and unstructured dataset consisting of 166,000 files, including Outlook emails, Word documents, Slack conversations, and Excel files.

This large-scale project was projected to take a month manually, with involvement from multiple teams across the business. With Luminance’s AI, proSapient’s legal team was able to complete a thorough review in just two weeks and meet the imposed deadline. Since adopting Luminance, the team has also achieved time-savings of almost 70% on smaller scale DSAR projects conducted internally..



*Luminance can automatically detect and redact Personally Identifiable Information (PII) on a case-by-case basis or in bulk*

proSapient now plans to utilise Luminance’s AI on all DSAR projects going forward as the business scales. With Luminance’s cutting-edge AI streamlining the process, proSapient is expecting to drastically reduce spend on external counsel, freeing up the legal team’s resource to focus on value-add work and streamline review processes across the organisation.

**“The time-savings achieved are a gamechanger.”**

**“AI is a must have for any forward-thinking legal team looking to operate as a business-enabling function, rather than being bogged down by repetitive manual processes.”**

The proSapient team benefitted from Luminance’s AI-powered features:

- **Powerful data culling** (including email leafing and deduplication) rapidly reduced the dataset by almost 50%, culling all unnecessary documents and enabling the team to instantly focus on those relevant to the project.
- **AI-driven filtering functionality** automatically organised the unstructured dataset, a task the team previously had to complete manually.
- **3D visualisation of all communication threads** instantly indicated the volume of emails sent and received between particular parties, enabling the team to rapidly disentangle threads of communication and zero-in on areas relevant to the review.
- **Automatic identification of Personally Identifiable Information (PII)** immediately flagged all references of names within documents collated in response to the DSAR. By using Luminance’s bulk redaction feature, the legal team could isolate all relevant PII, confident that nothing had been missed.