

Securing the Human Element

How VanishID Slashed Digital Risk for a Major Food & Beverage Company

Executive Summary

A leading food services company partnered with VanishID to address a critical cybersecurity vulnerability: the massive exposure of personal identifiable information (PII) of their executives and employees.

This exposed personal data was fueling social engineering attacks, online harassment, and physical threats against executives and their families. The company's newly appointed CEO had previously been protected by VanishID, along with their family, at their prior organization. That firsthand experience with the service made VanishID the clear choice when establishing executive protection at their new company.

Within nine months, VanishID removed over 14,386 pieces of exposed PII across 14 executives and reduced digital risk across enrolled users by 37%. This dramatic reduction in the company's human attack surface has significantly strengthened their overall security posture against data-driven threats.

Firmographics

- Industry: Food Services
- Size: 350,000+
- Executives Enrolled: 14
- Employees Enrolled: 0

Digital Risk Exposure

- VanishID discovered 893 breaches and 48 cleartext credentials in the span of nine months.
- VanishID removed 14,386 pieces of exposed PII over nine months.

The Challenge: A Visible Digital Footprint

As a prominent player in the food services sector, the company faced unique security challenges. Activist campaigns and online harassment had escalated against leadership, intensified by news coverage surrounding the CEO transition. As a highly visible consumer brand with thousands of public-facing locations, executives faced elevated exposure to coordinated digital and physical threats. Initial scans revealed alarming exposure levels:

- A total of 14,386 pieces of PII were removed in a nine month span across enrolled users, which included 14 executives.
- The largest category of removed exposed PII was family, with 4,190 pieces of information. 2,551 pieces of exposed PII relating to contact information were removed.
- 893 breaches and 48 cleartext credentials were discovered across enrolled users in nine months.

This extensive digital exposure created a perfect environment for sophisticated social engineering attacks, with personal data readily available to craft convincing phishing attempts, impersonation scams, and targeted attacks against key decision-makers.

The Solution: Continuous PII Removal

VanishID implemented its automated solution, requiring minimal effort from the food service company's security team. The implementation included:

1. **Enterprise-Wide Protection:** Enrolling 14 executives in VanishID's continuous PII removal service
2. **User Reconciliation:** Coordinating with the healthcare company to update enrolled user lists and establish ongoing provisioning and de-provisioning processes
3. **Executive Family Focus:** Launching a focused effort to increase family member enrollment, recognizing that executives' family members often represent an overlooked vulnerability
4. **Continuous Monitoring and Removal:** Deploying automated scanning and removal technology to identify and eliminate PII from data broker sites continuously

The simplicity of implementation was a key advantage—VanishID required only employee names and work emails to begin the protection process, with initial results appearing within 24-48 hours.

Powerful Results: Measurable Risk Reduction

The impact of VanishID's protection was substantial and measurable:

Protection Results

- 37% reduction in overall digital risk
- 14,386 pieces of PII removed
- 893 breaches discovered
- 48 cleartext credentials discovered

Removal of numerous exposed profiles, including:

- 4,100+ pieces of family PII
- 2,400+ pieces of network PII
- 2,500+ pieces of contact information
- 2,200+ pieces of background PII

Beyond Technical Protection: Business Impact

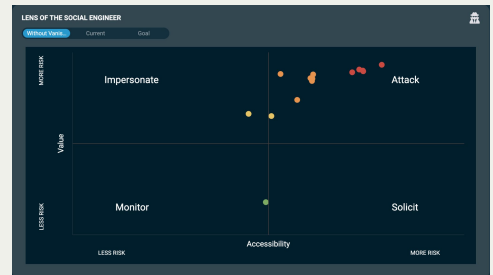
The implementation of VanishID's solution delivered several key business benefits:

- 1. Reduced Social Engineering Success Rates:** By removing the personal information that fuels targeted attacks, the company experienced fewer successful social engineering attempts.
- 2. Enhanced Security Posture:** The dramatic reduction in exposed PII strengthened the company's overall defense against human-targeted attacks—often the starting point for more severe security breaches.
- 3. Operational Efficiency:** Instead of dedicating internal resources to remove personal information manually, the automated solution handled this task continuously, allowing the security team to focus on other priorities.
- 4. Family Protection:** The expanded protection to executive family members closed a significant vulnerability gap, as family members are often targeted as indirect entry points to company systems.

Looking Forward: Building on Success

Strong results have paved the way for broader adoption. Protection has expanded beyond the origins executive cohort to include additional leadership levels, and VanishID enrollment is now a standard part of executive onboarding. The response has been highly favorable—executives found the Privacy Briefings particularly valuable, and the security team has welcomed the turnkey managed service model.

Initial Digital Risk Scores



Current Digital Risk Scores



Understanding Risk Measurement and Mitigation

In the charts above, every dot is an employee. The X axis shows the target's overall **value**, and the Y axis shows the target's **accessibility**.

Access: The Access score measures how accessible a person appears to threat actors outside your perimeter. Scoring includes overall vitals, biographics, openness, and activity metrics.

Higher Access scores = relatively easier for attackers to research, approach, and communicate with.

Value: The Value score measures how attractive a target appears from an attacker's perspective. Scoring includes overall security, privileges, network, and exposure.

High Value scores = most worthwhile for attackers to target, directly or through impersonation.

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The VanishID Difference

VanishID provides continuous protection against cyber and physical threats. Our digital executive protection solution is purpose-built for the enterprise, providing a turnkey managed service for reducing exposed PII powered by agentic AI and OSINT experts.

By continuously removing personal information from the public domain, VanishID helps organizations prevent harassment and social engineering attacks before they begin, shifting security from detection and response to risk-informed prevention.

Learn more about how you can reduce your organization's target profile with zero effort. Request a complimentary scan at vanishid.com/demo.



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