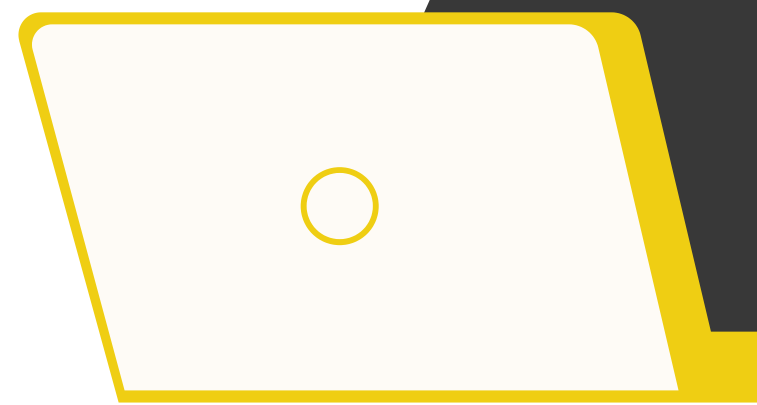
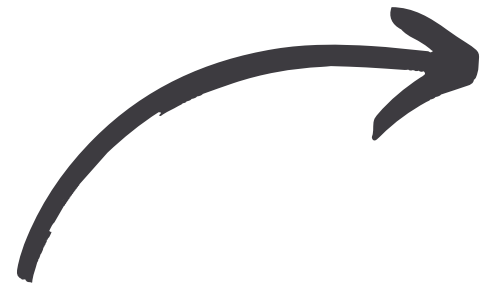




## CASE STUDY

# WHAT HAPPENS IF DATA LEAKS?





# THE COST OF A DATA LEAK, CHALLENGE

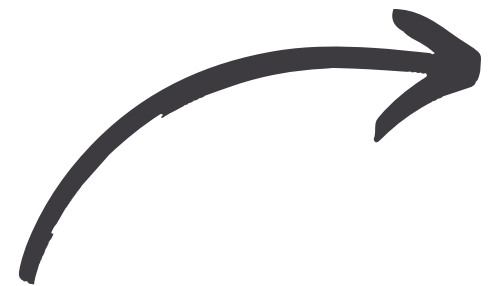
Recently, a major automotive-maker faced a significant data leak incident involving precise location data of thousands of vehicles across Europe. This incident exposed sensitive customer information for months, highlighting the urgent need for robust data compliance and security solutions.

Source: TECHCRUNCH





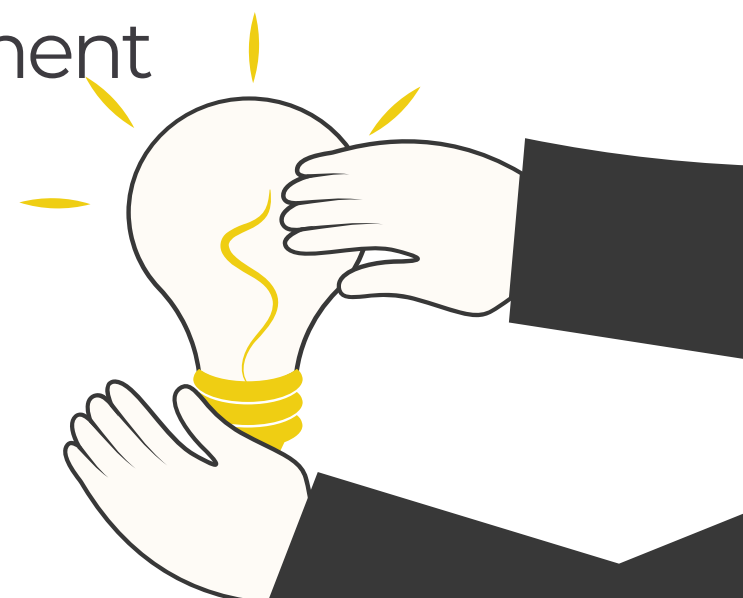
# UNDERSTANDING THE INCIDENT



In December 2024, reports surfaced that a connected vehicle data platform exposed sensitive data, including:

- **Precise location data** of thousands of vehicles across Europe.
- Information that could be used to track users in real time.
- A vulnerability that remained active for months without detection.

This incident underscores the vulnerabilities inherent in managing IoT and connected devices without a strong compliance and data management framework.





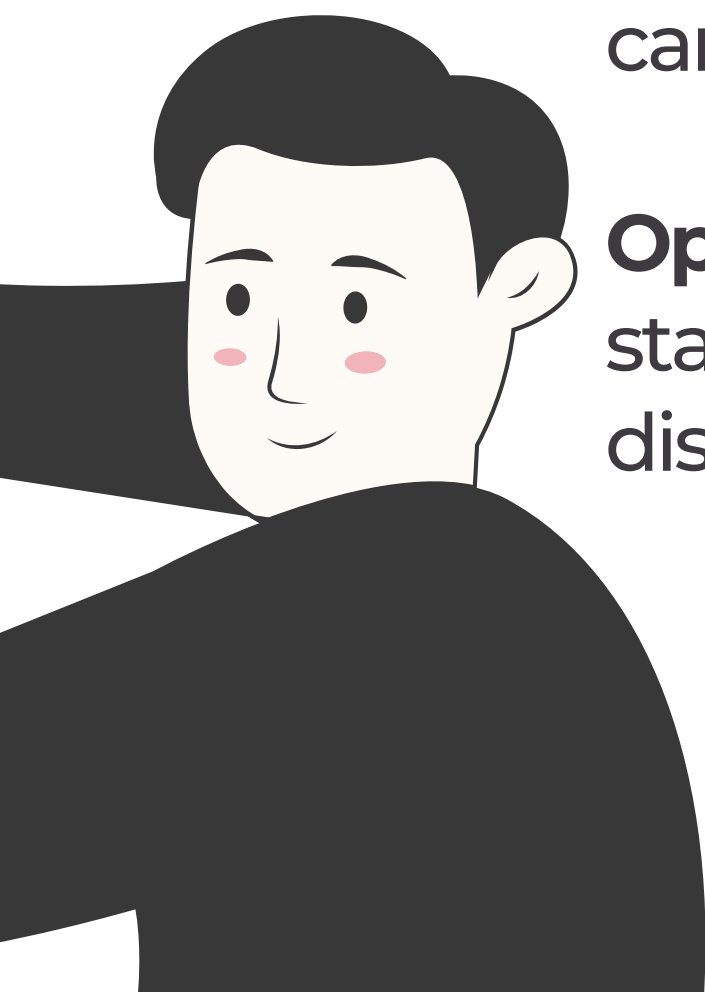
# CONSEQUENCES OF THE DATA LEAK

**Loss of customer trust :** Customers rely on connected products with the expectation that their data is secure.

**Regulatory penalties :** Data leaks can result in severe fines

**Reputation damage :** For a brand associated with high standards and customer care, a leak can result in lasting reputation damage

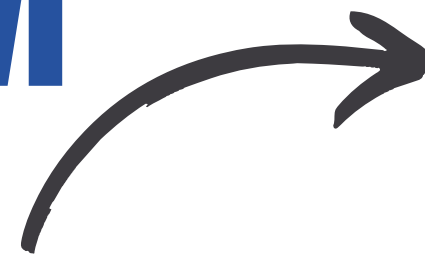
**Operational disruption :** Immediate action, stakeholder communication, recovery protocols disrupts operations.





# HOW STEELBRIDGE COULD HAVE HELP ? DATA ACT PLATFORM

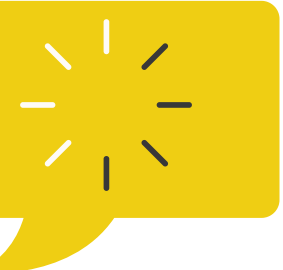
The Steelbridge Data Act Platform is designed to address precisely these challenges. By providing secure, transparent, and compliant data management solutions, it helps companies navigate the complexities of data regulations and prevent incidents like the one described.





# KEY FEATURES & BENEFITS

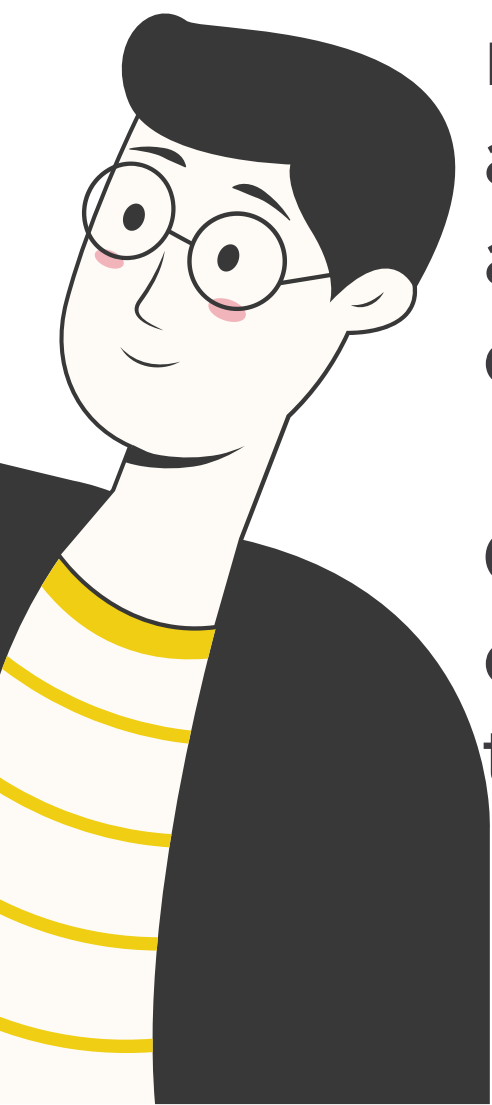
**Data Access Transparency :** Steelbridge ensures that only authorized users and systems can access sensitive data.



**Secure Data Sharing :** Only w/authorized parties and strong authentication

**Proactive Monitoring and Alerts :** With built-in monitoring tools, Steelbridge detects anomalies and unauthorized access attempts in real-time, allowing companies to respond before incidents escalate.

**CONSENT MANAGEMENT :** Steelbridge empowers users to share their own data only with those they choose.

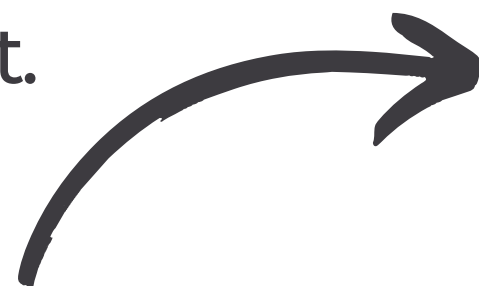




# LESSONS LEARNED

Data leaks remind us that compliance isn't just about avoiding fines—it's about protecting customers and safeguarding trust.

With **Steelbridge Data Act Platform**, businesses can transform compliance from a challenge into an opportunity for growth and customer loyalty.





# LET'S TALK

**Let's make data security and transparency the foundation of your business.**

Visit [steelbridge.fi](https://steelbridge.fi) to learn how we can help you stay compliant, secure, and future-ready.

