

## Case Study: Hueya

*Giving users control of their own data by using InnoVault*

### Overview

Hueya is a cybersecurity company that specializes in products and services that secure the human endpoint. From social media security and digital risk monitoring to phishing simulations and cyber awareness training, Hueya takes a holistic and human centric approach to cybersecurity.

Tozny is a cybersecurity company providing products and services for security and privacy to government entities and commercial clients.

### Challenge

In order to protect their clients' digital lives, Hueya collects and stores clients' Personally Identifiable Information (PII). Hueya's software scans their clients' social media accounts, analyzes their risk, makes adjustments and continuously monitors those accounts on behalf of their clients. In the process of scanning their clients' accounts, Hueya collects and stores PII that was previously stored in plaintext in a relational database, and retrieved when a user requests a relevant page. Being a company with a strong focus on privacy, Hueya was committed to finding a way to store and retrieve the sensitive information discovered during PII scanning without compromising the privacy and security of their clients' data.

### Solution

Hueya decided to integrate Tozny's InnoVault product, a commercial toolkit for end-to-end control of stored structured data using strong encryption. InnoVault can be embedded in an app, web page, or server to ensure that the data owner maintains complete control of the data from the point of creation, through transmission, storage, analysis, and finally expiration and deletion.

By deploying Tozny's InnoVault product, Hueya was able to move away from plaintext PII storage. Hueya's objective was to be able to encrypt users' data without creating a custom local encryption method, and for the customer data collected to be encrypted by and for the user only.

Tozny's solution puts the control of the data back into users' hands, allowing Hueya to remain true steward of its clients' privacy.

### Testimonials

*Integrating Tozny's InnoVault with our product was a simple and straightforward process. By encrypting our users' data throughout the entire process, we are staying true to ourselves and respecting our users' privacy by keeping their information safe and secure.*

*Lewis Howell, Hueya CEO*