Accelerating a High-Volume Data Breach Response for a Fortune 20 Retail Corporation

Lineal delivered a rapid, defensible analysis of more than 22 million structured records following a major ransomware incident, enabling the client to meet urgent breach notification deadlines.

CHALLENGE

A Fortune 20 retailer experienced a major ransomware incident impacting more than 22 million structured records containing PII and PHI across pharmacy, loyalty, insurance, and internal systems. The client needed to quickly determine which individuals were affected, what categories of PII and PHI were exposed, and how to comply with complex federal and state notification requirements. The data was fragmented across multiple systems, inconsistent in structure, and unsuitable for traditional eDiscovery tools. Manual review at this scale was not feasible within the three-week regulatory deadline.

OUR APPROACH

Lineal deployed a specialized structured-data workflow supported by Amplify to deliver a fast, defensible analysis:

- Normalized fragmented datasets into a unified, reviewable structure
- Grouped and collapsed duplicative records to reduce volume and improve clarity
- Built custom PII and PHI detection logic tailored to the client's systems
- Analyzed free-text fields to surface non-obvious personal data
- Applied human-validated categorization to ensure defensible, regulator-ready results
- Maintained a complete audit trail aligned with regulatory counsel requirements

22M+
Records
Processed

3 Week
Deadline Met

0
Large-Scale
Manual Review

OUTCOME

Lineal delivered a rapid, precise breach assessment that enabled the client to meet urgent notification deadlines with confidence. The result was a defensible, regulator-ready output with predictable costs and reduced class-action exposure through accurate identification of affected individuals and exposed PII and PHI categories.