

# Photobox Group Case Study

Building a Resilient Cybersecurity Foundation to Protect Customer Data and Ensure GDPR Compliance.

Photobox Group, a leading provider of personalised photo products, operates across Europe, servicing brands in France, Germany, Spain, and the Netherlands. With GDPR compliance on the horizon in 2017, Photobox faced a critical need to build a cybersecurity framework from scratch. At the time, the organisation had no processes in place, limited visibility into potential incidents, and managed risks through static spreadsheets.

Key issues included:

- Lack of established processes or procedures for cybersecurity management
- Need to transition from group risk to group security with the hiring of a new CISO and expansion of the team from 4 to 25
- Urgent requirement for GDPR compliance, particularly around protecting customer data and managing incident response
- Creating a proactive security culture to engage employees across diverse regions

## The Solution

Culture Gem crafted a comprehensive solution tailored to meet Photobox Group's needs by:

- Setting a benchmark using ISO 27001 to establish foundational policies and procedures for a proactive, compliant cybersecurity framework
- Developing a Risk Acceptance Programme that transformed risk management from passive documentation into an active, living programme, linking vulnerabilities, incidents, and risks
- Creating bespoke training and awareness campaigns focusing on real-world scenarios such as phishing and tailgating, which increased incident reporting rates and security engagement among staff
- Implementing Incident Reporting and Management to provide visibility into potential risks and tangible evidence of security's impact on margins, helping secure board-level support for further investments

- Providing Recruitment and Mentorship Support to expand the cybersecurity team and instil a strong cyber-aware culture within the organisation

## The Results

With Culture Gem's support, Photobox Group achieved:

- A significant increase in incident reporting rates following targeted phishing and tailgating awareness campaigns, resulting in a more vigilant and proactive workforce
- Secured board sponsorship for ongoing security initiatives by demonstrating the business impact of cybersecurity through incidents linked to margin impacts
- Long-term strategic value, as Culture Gem's approach led the CISO to bring us into two additional organisations for continued mentorship, process setup, and incident response training