Facit
RIVER ISLAND

Case study:

# River Island

## How River Island Achieved excellence in GDPR compliance

### Overview

River Island's reputation for quality, innovation and customer experience makes its investment in compliance technology a natural extension of its business ethos.

The company has repeatedly demonstrated its ability to evolve with the times. When the General Data Protection Regulation (GDPR) reshaped the landscape of customer privacy, River Island saw an opportunity - not just a requirement - to lead in responsible data management.

### Objectives

- Gather and operate video footage with integrity
- Reaffirm its commitment to safeguarding customer trust
- Be a leading force in responsible data management with GDPR

> “We want to be a leading retailer, but we also want to be a leading tech company.”
>
> - Former CEO Ben Lewis

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By adopting the advanced video compliance solution, Identity Cloak, River Island reaffirmed its commitment to safeguarding customer trust while setting new standards for data ethics in retail. That’s where Facit’s Identity Cloak came in.

## Digital First:

### Evolving Retail: River Studios

In 2022 River Island launched River Studios, a new store format that reimagines the in-store experience. These stores blend physical retail with AI-driven enhancements to offer curated collections, intelligent layout design and technology enabled customer journeys.

River Island’s physical presence is strong. In 2022, the brand launched a segmentation strategy to tailor retail spaces to local preferences.

The Swansea Morfa Retail Park store was the first to showcase this approach with customised layouts, tailored stock and localised merchandising.

River Island has always invested in multichannel innovation. As early as 2008 the brand launched content-driven e-commerce with shopping, trend insights, blogs and editorial content - a practice that continues on its current e-commerce platform.

## Leading with Compliance and Data Ethics

River Island’s digital retail journey is matched by its commitment to data protection, privacy and compliance.

In an era when customer trust is linked to responsible data management, River Island recognises the need for data protection tools that can keep up with regulatory demands and internal expectations of excellence.

When the GDPR came into force in 2018, River Island moved quickly to evaluate and implement industry-leading technology to manage CCTV footage responsibly. That’s when River Island partnered with Facit and selected Identity Cloak - an advanced AI-powered video redaction solution - as its video compliance software of choice.

## A Closer Look at Identity Cloak in Action

Identity Cloak's strength lies in its ability to intelligently blur individuals who are not the subject of a CCTV investigation.

With facial and object recognition powered by AI, the software automatically tracks non-subjects through video frames and reduces the time required for manual redaction. This automated functionality has been key in handling Subject Access Requests (SARs) and providing compliant responses well within the ICO's 30-day timeframe.

Identity Cloak video redaction has been particularly useful in situations such as:

- Investigating refund disputes
- Reviewing in-store accidents
- Supporting loss prevention and criminal incident reviews

Importantly, Identity Cloak is format flexible which is critical for a business like River Island with a large retail estate and multiple legacy CCTV systems. Identity Cloak's screen recorder feature enables teams to process and redact footage regardless of the original file type or recording system.

"We haven't submitted video evidence in court yet," says Jenny, "but we're confident our redacted footage meets legal standards for admissibility. The software gives us peace of mind and protects the business from compliance risks."

## Redaction Evolution for an Evolving Retail Landscape

As retail surveillance expands to include body worn cameras, audio recording and mobile footage Identity Cloak is evolving. New features like audio muting and video trimming mean retailers' compliance capabilities can keep pace with their retail and security strategies. "As our needs change it's good to know that our compliance software is ahead of emerging requirements," says Jenny. "Identity Cloak isn't just a piece of software, it's essential in ensuring we meet our obligations to our customers, our staff and the law."

"Compliance is high on the company's agenda, to meet best practice standards, fast and reliable video redaction software is a necessity."

Jenny Jones
Pensions Administrator at River Island.

## Conclusion

River Island's story is one of heritage and transformation, rooted in the UK high street but forward thinking in its approach. From family run fashion business to digitally fluent, compliance-focused and customer-obsessed brand, River Island is the embodiment of modern retail leadership.

What sets the company apart isn't its fashion or store formats but the thought that goes into every decision.

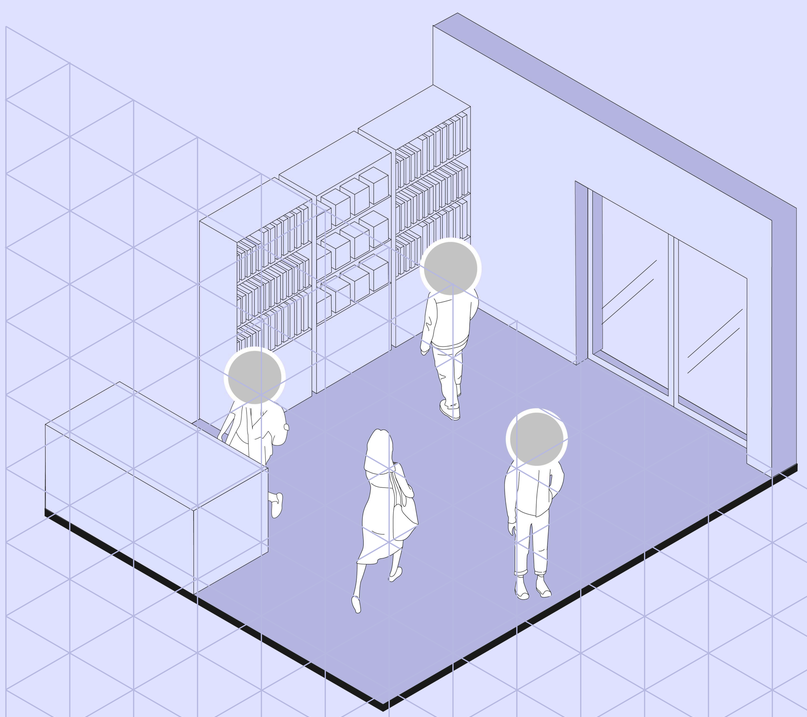
Whether it's localised collections, AI in physical stores, or video surveillance with care, River Island chooses innovation and responsibility.

## A Strategic Approach to Compliance

Identity Cloak isn't just an operational add on, it represents River Island's philosophy of doing things the right way.

In a world where customer expectations are higher than ever and the regulatory landscape is getting more complex, River Island has shown you can be stylish, sharp and protect what matters most: people.

As River Island moves forward - exploring new tech and new markets - it does so with purpose and a technology toolkit that keeps it agile, compliant and trusted. In retail that's not just a competitive advantage - it's a promise delivered.



# About Facit

## Cutting-edge compliance and video analytics software

Solve problems, create opportunities and enhance business operations

**23**
Countries where Facit solutions are developed

**80+**
Current customers

**2**
Technology patents granted

## Commitment to quality. Simplicity. Excellence. Innovation

**Commitment to quality**
We offer consistently high-performing products thanks to years of in-depth team experience and innovative testing.

**Simplicity**
We offer simple solutions to complex problems, saving you time and resources.

**Excellence**
We help our clients future-proof their organisations with compliant document and video redaction solutions.

**Innovation**
We work with the brightest minds from around the world to deliver innovative solutions for our compliance and video analytics clients.

Facit


## Facit

8 Rankin House,
Murdoch Court, Knowlhill,
Milton Keynes, MK5 8GB, UK

+44 (0)3700 610 498

info@facit.ai

www.facit.ai


Connect with us