All Nippon Airways (ANA) Secures Consent and Compliance with CHEQ

How ANA was able to quickly deploy CHEQ's Privacy Compliance Enforcement solution to go beyond consent management and secure their customer data, while monitoring and controlling third-party tags across their digital properties.

CHEQ paradome

About All Nippon Airways

All Nippon Airways (ANA) is Japan's largest airline and one of the top ten largest airlines in the world. Starting from humble beginnings in 1952 with just two helicopters, the Japanese-born group has developed into one of the leading airline groups in Asia. "Security and Trust" is the group's unwavering promise to customers, defining the core of the entire operation.

The Challenge:

Comply with rapidly changing global privacy regulations

Following the implementation of the EU's General Data Protection Regulation (GDPR) in 2018, and the California Consumer Privacy Act (CCPA) in 2020, ANA wanted to act fast to comply with new privacy standards and rapidly emerging new regulations. With millions of site visitors from all over the world, a reputation for exceptional customer experience, and an accelerated timeline for deployment, ANA needed a consent solution that was not only secure and compliant but also flexible and easy to deploy.

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We were impressed with CHEQ's fast deployment, flexible UI, and automated tag management capabilities."

Shinya Saito, Marketing Solutions, ANA

The Solution:

Customizable Compliance and Rapid Deployment with CHEQ

ANA evaluated several consent management platforms but struggled to find a solution that could meet both their stringent compliance needs and their need for a quick deployment process. with CHEQ, it was easy to customize the user's consent banner, there was no need to list and categorize tags ahead of use, and it was easy to manage tags after CHEQ's initial categorization. Of the solutions evaluated by ANA, CHEQ was the only one able to categorize tags and cookies automatically, this narrowed the options down to CHEQ only.

CHEQ's capability for zero-cookie load, where no cookies or tags are fired before the consumer has given their consent, in compliance with the GDPR and other privacy regulations, was also a selling point

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Knowing that CHEQ had already been used by many companies around the world, and was highly regarded as a security and personal information protection tool, we felt our customer data was well protected".

Shinya Miyake, Manager of Information Security Platform Strategy Team, ANA

47.7M
passengers served annually, half of which are non-Japanese.

3.5M
Users downloaded ANA's official mobile app.

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To learn more about CHEQ's Solutions visit www.cheq.ai