Precision and Control Restored in a Global Motor Vehicle Auction Breach

ACTFORE

SUMMARY

A premier motor vehicle auction house operating in the United States experienced a data security incident involving sensitive records tied to buyers, sellers, and consignors worldwide. While the organization maintained a relatively lean internal team, its systems supported high-value transactions and long-standing relationships with collectors across borders—elevating both regulatory and reputational risk.

The incident quickly proved to be cross-border in scope, affecting individuals across all 50 U.S. states and 34 countries. Leadership and external stakeholders needed a clear, defensible understanding of what data was impacted, where it resided, and which individuals required notification—without unnecessary escalation.

Recognizing that traditional review methods would struggle to scale across the volume, complexity, and international sensitivity of the data, the organization engaged ACTFORE under a fixed-fee, multi-software deployment to restore clarity, control, and confidence.

RESULTS

210,000+
total files indexed

140,000+
responsive files confirmed

55,000+
impacted individuals

CUSTOMER DETAILS

Motor Vehicle Auction House

High-value auction platform

U.S.-based with global customer footprint

COUNSEL

Am Law 100

PRODUCTS USED

BOXER

CLARITY

IMPACT-IQ

DISCOVER

THE CHALLENGE - GLOBAL SCOPE WITH HIGH-VALUE DATA

The auction house's data environment reflected the nature of its business: diverse, unstructured, and globally distributed. More than 1.03 terabytes of data were implicated, spanning a wide range of formats, languages, and jurisdictions. Critically, a significant portion of the dataset consisted of poorly scanned documents and high-resolution images, making large portions of the data unreadable by standard automated methods.

Until these files could be processed, material exposure could not be ruled out. The risk was not only what could be easily searched, but what remained invisible—sitting inside non-machine-readable documents that still carried potential regulatory and litigation consequences.

Early decisions carried outsized risk. Over-identifying exposure could trigger unnecessary notifications across dozens of jurisdictions, while under-identifying it could invite regulatory scrutiny and reputational harm among a high-net-worth client base. Counsel and the cyber insurance carrier required a response that balanced speed with defensibility, and innovation with restraint.

> We have engaged ACTFORE to help us on cybersecurity matters and large complex data review because they have one of the best technologies in the industry to go through large data sets. Their software leverages AI and proprietary tools, and they bring highly skilled individuals to the team who complement the technology.
>
> Client
> Chambers | Crisis & Risk Management 2025

THE ACTFORE APPROACH

ACTFORE deployed a multi-software workflow designed to handle both scale and complexity. The platform ingested 1.03TB of data, indexing over 210,000 files across structured, unstructured, and image-based formats. Notably, approximately 870GB of the dataset required OCR processing, ensuring that non-machine-readable documents were brought fully into scope rather than excluded or assumed benign.

A comprehensive extraction framework covering 49 regulated data elements was applied, enabling consistent identification of sensitive information across domestic and international jurisdictions. This approach ensured that all files—whether text-based or image-derived—were assessed uniformly.

Following indexing, ACTFORE applied layered refinement to isolate material exposure. Structured sampling, clustering, and validation workflows were used to reduce noise and confirm true responsiveness. To accelerate processing without sacrificing accuracy, ACTFORE introduced multiprocessing into the clustering workflow—reducing estimated execution time from nearly two weeks to just two days.

Throughout the engagement, ACTFORE worked in close coordination with external stakeholders, aligning on thresholds and methodology to ensure that outcomes were accurate, defensible, and actionable.

FROM VOLUME TO MATERIAL IMPACT

ACTFORE's structured extraction and refinement approach ensured that responsive files were identified accurately, enabling jurisdiction-specific analysis without unnecessary escalation or over-notification.

68%
Final responsiveness rate

UNLOCKING HIDDEN RISK

A substantial portion of the dataset required OCR to ensure non-machine-readable files were fully analyzed—critical for uncovering sensitive data embedded in scanned documents and images.

870GB
Processed through OCR

> The greatest risk isn't what you can see... it's what's sitting unread inside the files no one has indexed yet. Until OCR brings those documents into scope, you don't actually know your exposure.
>
> Theresa Ambrose
> Data Science Team Lead
> ACTFORE
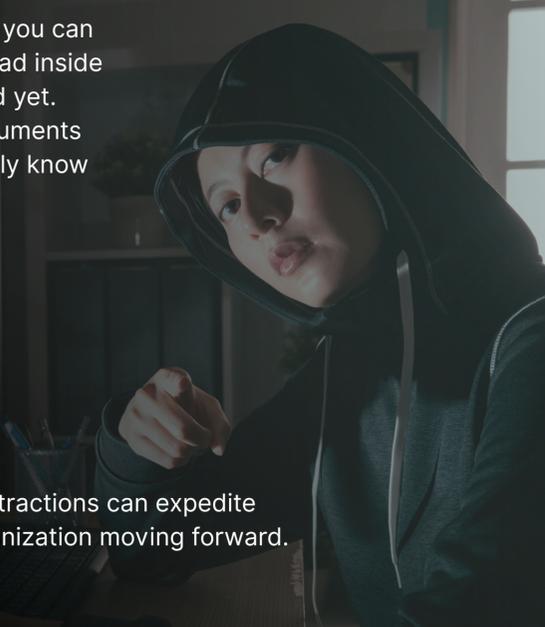
Find out how automated extractions can expedite response and get your organization moving forward.

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