



ABOUT THE CLIENT

meltmedia is a digital marketing and software development agency trusted by leading healthcare and biotech organizations. With over 20 years of experience, meltmedia delivers end-to-end solutions — from strategy and UX design to frontend and backend development — specializing in digital experiences for life sciences.

As privacy regulations such as GDPR and CCPA continue to shape the digital landscape, meltmedia prioritized aligning its services and software with evolving compliance standards, particularly when onboarding a major biotech client preparing for public market scrutiny.

SYNOPSIS

Compliance That Fuels Client Success

To maintain trust and accelerate client onboarding, meltmedia needed to validate that all systems and marketing tools were GDPR and CCPA compliant. RSI Security partnered with meltmedia to:

- Conduct a GDPR pre-assessment and gap analysis
- Guide technical remediation of software and practices
- Operationalize data privacy across internal teams
- Enable long-term compliance with formal attestation

“Working with RSI has helped meltmedia solidify our commitment to being thought leaders in the data privacy and security space”

Ashley Beckman
Internal Project Manager @ meltmedia

THE CHALLENGE

Accelerating GDPR Compliance to Secure Client Engagement

In order to win and retain a new biotech client — whose trial recruitment activities were bound by GDPR — meltmedia needed to demonstrate that its platform and marketing operations aligned with EU privacy requirements.

- A tight timeline to meet GDPR requirements pre-contract
- Limited internal compliance bandwidth (3-person team)
- Evolving regulatory expectations (GDPR + CCPA)
- The need to embed privacy controls into long-term operations

CASE STUDY

MELTMEDIA

Marketing With Compliance: GDPR & CCPA Readiness for Biotech Success

RSI Security helped meltmedia secure GDPR and CCPA compliance, paving the way for a high-value biotech partnership and long-term privacy leadership.

“Securing the *client relationship* was the big win for us.

THE SOLUTION

Practical, Scalable Data Privacy Built Into the Business

RSI Security partnered with meltmedia to deliver compliance support across three key phases:

GDPR Pre-Assessment: RSI Security worked with meltmedia's internal compliance team to assess readiness, document gaps, and define a realistic action plan.

GDPR Remediation: RSI guided technical and procedural updates to meltmedia's marketing software and data practices, supporting alignment with GDPR requirements and enabling continued client operations.

Operationalization & Attestation Support: With RSI's ongoing support, meltmedia embedded privacy-by-design practices into daily operations, resulting in a GDPR attestation engagement and a repeatable system to support future clients.

“They gave us realistic tasks to work on – and a lot of help – throughout the whole remediation process.”

Ron Barry
VP/Founder @ meltmedia



Looking to strengthen your organization's security and compliance posture?

Contact RSI Security today to learn how we can help support your mission with tailored cybersecurity solutions.

GET IN TOUCH

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THE OUTCOME

Certified Readiness and Competitive Advantage

Thanks to early action and RSI Security's expert guidance, meltmedia established a documented privacy program aligned with GDPR and CCPA expectations, strengthening client confidence and supporting long-term growth.

A GDPR certificate of attestation

Fully compliant marketing software and internal processes

Scalable privacy practices for CCPA and other state laws

Enhanced trust and credibility with health-care and biotech clients

A long-term partner to support future compliance needs

This engagement empowered meltmedia to turn regulatory readiness into strategic advantage. With GDPR and CCPA controls embedded across software and operations, meltmedia now leads with privacy—and backs it up with documented alignment and attestation support. RSI Security's collaborative, non-invasive approach helped meltmedia build a repeatable framework to support both client needs and long-term market growth.

“RSI Security was the best conversation, had the most appropriate pricing, and was just the right amount of invasiveness for our organization.”

Ron Barry
VP/Founder @ meltmedia