



# Private Equity Case Study: Executive Privacy & Protection

When executive exposure becomes personal, privacy protection becomes a business imperative.

# Executive Summary

A Northeast-based private equity firm sought a high-impact, low-effort solution to protect its executive team from growing cybersecurity and privacy threats. After facing an urgent incident involving a managing director, the firm's CISO turned to Hush. What began as a one-off response quickly evolved into a full deployment across all managing directors in North America. Hush's AI-powered platform provided immediate relief and long-term peace of mind—delivering measurable results with minimal disruption.

## Client Profile

A well-established private equity firm with a disciplined focus on risk management and a reputation for operating with discretion. Its leadership team, particularly the managing directors, often face elevated exposure due to their public profiles and high-value decision-making roles.

## Challenges Faced

The firm's CISO was increasingly concerned about the rise in social engineering attacks and targeted digital threats aimed at executives. Leaked personal data had led to real-world incidents, including doxxing and harassment. With senior leaders already managing demanding schedules, the CISO needed a seamless and scalable solution—one that didn't require heavy lifting from internal teams or invasive data collection from executives.

## Solution: Implementing Hush

After hearing about Hush through industry peers, the CISO engaged the team to address an urgent risk to a managing director. Hush deployed its AI-powered privacy protection platform immediately, detecting and removing a wide range of personal data across the web.

The deployment required no manual input of personal identifiable information (PII) and was handled discreetly and efficiently. Impressed by the ease of use and rapid impact, the CISO authorized a full rollout to cover all managing directors across North America. Hush supported the expansion with dedicated onboarding, real-time risk reporting, and white-glove account management.

# Results

## Revenue Growth

Growth in annual recurring revenue from the client since initial engagement

## Risk Reduction

Substantial reduction in digital risk, with the majority of personal data removed for the firm's top executives

## Client Satisfaction

Strong client satisfaction due to effortless implementation, minimal internal resource drain, and responsive support

## Ongoing Partnership

Ongoing collaboration with the CISO and HR team to extend coverage firmwide, reinforcing digital privacy as a core benefit

# Conclusion

Hush proved to be more than just a privacy tool—it became a strategic risk reduction partner. The firm continues to view Hush as a critical layer of executive protection, helping leadership operate securely in a high-stakes environment. With proven ROI and trusted support, Hush is now exploring broader coverage opportunities to protect every employee, not just the C-suite.

"Hush is the lowest-effort, highest-impact investment we've made in reducing risk. It's not just another tool in our stack—it's a real partnership."

— Chief Information Security Officer