

CUSTOMER STORIES

Goosechase's Experiences: Delightful & Compliant with MineOS

Custom API for efficient & quick DSR handling

COMPANY goosechase.com	MAIN COUNTRIES OF OPERATION US & Canada	
INDUSTRY Retail	INVOLVED TEAM Legal & Ops team	SIZE <50

“We were always intrigued by Mine because it felt like you were taking data privacy more seriously as both a legal and moral issue than others.”

The need

1. **Manage compliance** with COPPA and other regulation concerning children's and school's data
2. **Create a custom API** to make deletion requests immediate
3. **Ensure backend stability** for DSR handling

The challenge

One of the biggest drivers of GooseChase's growth was its appeal to schools, especially primary schools, looking to give students experiences that would stand out from day-to-day curriculum. With that however came the very serious matter of handling lots of PII on children.

GooseChase was cognizant of this from the moment it arose, and built a bridge solution that allowed people to join games as guest users, effectively anonymizing all their data from the start.

This proved a temporary workaround, as GooseChase ran into more data regulations as the company expanded its user base into more and more countries. With the GDPR and other regulations such as the new CPRA putting more restrictions in place around children's data, that meant not only covering how data is processed, but how it is transferred and disposed of as well.

How can a company transfer or delete data that's already anonymized and cannot be traced to an individual? That proved to be a conundrum for a company that was determined to be compliant and respectful of its users' data.



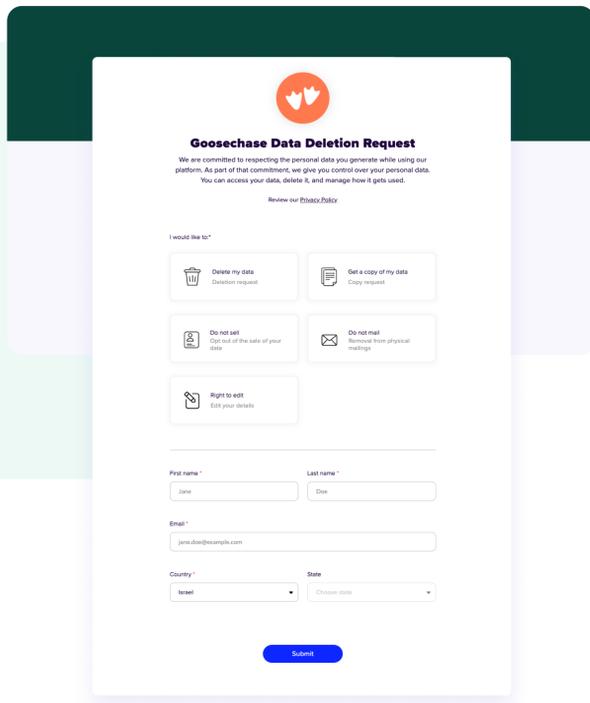
Alex Stylianoudis
Head of Legal, Finance & Operations

The search for the right solution

GooseChase's search for a solution kicked into high gear as laws in the U.S. further dictated how schools needed to handle children's PII—mainly in a prompt and swift fashion.

To ensure GooseChase handled data similarly, that meant doing the same. But that would require sorting through anonymized data to separate data from school children versus adults coming to the company's interactive experiences for other reasons, like team building or tourism.

The Head of Legal, Finance & Operations Alex Stylianoudis wanted the company to move fast on the matter, noting, “We had gotten DSR requests from Mine, so we knew about the company and its reputation for helping people out with data privacy, and we were always intrigued by that because it felt like you were taking it more seriously as both a legal and moral issue than others.”



Business Impact

Knowing that they had a **privacy partner** in Mine, GooseChase set out to create a way to allow for better DSR process handling.

The solution? Linking the GooseChase and Mine APIs to allow anyone, whether on a guest or normal account, to trigger a deletion request in the app itself that automatically and immediately wipes out all the data the company has on them, including any PII that might have made its way to Intercom or another system GooseChase uses.

Now more than ever, **GooseChase provides fun and data compliant entertainment to people** of all ages and backgrounds across the globe, and they achieved it all by being open with customers about data practices and willing to work with a trailblazer like Mine.

Favorite Thing About Mine

"It was so easy working with Mine, and they were so dedicated when building our custom integration. We always try to be ahead of the curve on privacy and Mine's M.O. helps us so much with that."



“With Mine’s help, we’ve been able to do this in a very tech-savvy way, directly through the API, which was actually decent to work with. For us, as a company of under 30 people, that efficiency was critical when we went looking for a solution.”

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