

DOCUMENT TITLE: Technical Solution Architecture Brief & Case Study

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CASE STUDY: The Walt Disney Company Corporate Legal Compliance Engine (R.E.A.D.)

Executive Summary & Business Challenge

In response to escalating global regulatory penalties—which surpassed \$308B across tech and media industries in 2014—and expanding data privacy frameworks (COPPA, GDPR, CCPA), The Walt Disney Company required a centralized compliance system to oversee its rapidly growing digital app portfolio. Digital products were launching globally across international app stores with a single click, yet each region imposed distinct legal boundaries around child safety, data collection, and commercial practices.

Corporate Legal lacked real-time visibility into data collection practices, third-party software development kit (SDK) integrations, and marketing compliance across 700+ mobile applications published across internal studios, co-developers, and third-party licensees (including Disney, Marvel, Lucasfilm, ABC Digital, and ESPN).

Solution Architecture & System Build

Operating as the sole technologist, business analyst, and system administrator embedded within Corporate Legal's Privacy Compliance department, Theodore Rand architected and deployed the **Rules Engine and Accountability Database (R.E.A.D.)** on Salesforce:

- **Enterprise Intake & Pre-Production Workflow:** Integrated FormAssembly web intake forms with Salesforce, establishing a mandatory pre-production compliance gateway for all public-facing apps and websites across all Disney business units.
- **Automated Audience Classification Engine:** Designed a custom data model that evaluated and scored products across 14+ qualitative and demographic factors (including animated characters, visual style, target age groups, audio content, subject matter, and gameplay complexity) to automatically assign products into strict regulatory buckets (1 = Kids, 2 = All Ages, 3 = Adults).
- **Multi-Vector Rules Engine:** Configured automated compliance review workflows governing 11 core operational vectors:
 1. *Audience Categorization ("Bucketing")*
 2. *Third-Party SDK Components*
 3. *Age Gate Implementations*
 4. *OneID Single Sign-On (SSO) & Registration Governance*
 5. *In-App Purchase (IAP) Disclaimers & Exhortative Store Presentation Standards*
 6. *First/Third-Party Ad Tech & Incentive Rewarded Ads*

7. *Parent Corners*
8. *Push Notifications*
9. *Regional Localization & Regional Legal Guidance*
10. *Social Media Links & Custom Audiences*
11. *User-Generated Content (UGC) Contests & Competitions*

- **Vendor Compliance Database:** Built a centralized component library tracking approval statuses for third-party SDKs across three regulatory tiers: Pre-K (PK), Family Friendly (FF), and General Audience (GA).
- **Technical QA & Proxy Integration:** Partnered with Disney Interactive Quality Assurance (DI QA) to incorporate Charles Proxy network traffic scans into the release pipeline, verifying that live app endpoints strictly matched pre-approved third-party vendor domains before launch approval.

Quantifiable Results & Industry Recognition

- **Enterprise Portfolio Scale:** Processed and ensured full regulatory compliance for over 700 mobile applications and digital products globally.
- **Industry Award Recognition:** Official Nominee for the **2018 Best of Disney Technology Award** in the category of **Best of Efficiency & Automation**, recognized by Jamie Voris, Chief Technology Officer of The Walt Disney Studios.
- **Operational Shift:** Transformed legal compliance from a reactive, last-minute release blocker into an automated, proactive pre-production development standard across the entire enterprise.