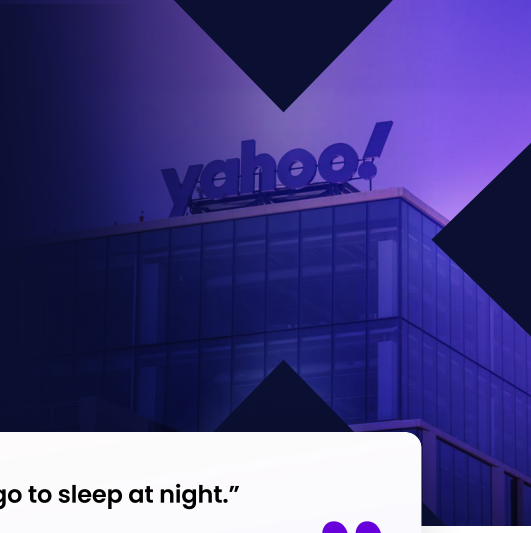
DeleteMe®

# How Yahoo is Humanizing Security with DeleteMe




Yahoo needed a proactive way to protect employees from the growing risks of public data exposure, targeted harassment, and social engineering. As work environments become less rigid and attackers increasingly reached people through personal channels, Yahoo partnered with DeleteMe to reduce exposed personal information before incidents occurred. What began as a privacy protection effort has become an integral part of Yahoo's broader security culture.

yahoo!

**"DeleteMe is the key tool in our toolbox that allows us to go to sleep at night."**

*— Jeff Larson, Senior Director, Cyber Experience, Yahoo*

## The Challenge

As a global media and technology leader, Yahoo employees face threats that extend beyond the workplace. Publicly accessible personal data such as home addresses, personal emails, and phone numbers, creates risk outside the traditional corporate perimeter. Yahoo's security team, "The Paranoids," understood a harsh reality: once an employee is doxed, the damage is difficult to contain. High-risk groups to include executives, journalists, editorial staff, and PR personnel have faced increased exposure to social engineering, harassment, and other attacks fueled by exposed personal information.

ORGANIZATION
Yahoo

INDUSTRY
Technology
Media
Consumer Services
Journalism

SIZE
Global Enterprise

REGION
Global / United States

KEY STAKEHOLDERS
Cyber Experience Director
Principal Behavioral Engineer

DELETEME SERVICES
Full-Scale Enterprise Privacy Protection

## Why DeleteMe?

**Proactive Protection:** Yahoo needed a way to reduce employee exposure before an incident occurred. DeleteMe gave the company a proactive solution for removing exposed personal information from the open web, helping security teams address risk upstream rather than relying on reactive mitigation after an employee had already been targeted.

**Stronger Defense Against Side-Channel Attacks:** One of Yahoo's most important findings was that reducing public personal data also strengthened security outcomes. An unexpected but critical benefit was the direct correlation between PII removal and a decrease in phishing attacks; with less data available, attackers struggled. With less personal data exposed, DeleteMe helped Yahoo reduce the human attack surface that traditional endpoint and email defenses often miss.

**Practical Support for Modern Security Risks:** Yahoo saw DeleteMe as a strong fit because exposed personal data increasingly fuels harassment, impersonation, and social engineering attempts outside traditional corporate systems. By reducing the amount of publicly available personal information, DeleteMe aligned with Yahoo's broader effort to shrink the human attack surface in a practical, preventive way.

**Enterprise-Ready Partnership:** Yahoo valued DeleteMe as a strategic partner, citing strong roadmap momentum, responsive support, and dashboard capabilities that provide the visibility and reporting large enterprise security teams need. That combination of product direction and operational fit made DeleteMe a strong long-term choice.

## Results & ROI

By integrating DeleteMe into their "Haterade" anti-harassment program, Yahoo has achieved:

- Reduced Attack Surface: Removal of personal phone numbers and home addresses from the public domain, minimizing "side-channel" attacks.
- Measurable Security Impact: As DeleteMe usage increased, Yahoo saw a decrease in successful phishing attempts.
- Enhanced Employee Retention: New hires report that the privacy benefit shows the company "actually cares" about them, increasing trust and approachability for the security department.
- Operational Efficiency: Automated PII removal saves employees from the "30-minute exercise" of manual data management, exhausting attackers' resources quickly.

Yahoo has described DeleteMe as helping the Paranoids become more proactive than reactive. In addition to reducing attack surface, the team observed a pattern between increased DeleteMe usage and lower phishing activity. The service also supported employee experience and retention by making protection visible, practical, and easy to access across the organization.

**4M+**
Instances of PII Removed

**1M+**
Hours Saved

**72%**
Exposure Reduction