

Unica Collaborate V12.1.7 GDPR Guide



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Chapter 1. Executive Summary

HCL is making several changes to HCL Unica to assist organizations with the European Union's new General Data Protection Regulation (GDPR), which goes into effect from May 25, 2018. Note that this document does not provide legal advice nor does it provide procedural advice for overall enterprise GDPR compliance. See the disclaimer and notice in this document. The HCL Unica relies heavily on our customers' owned databases. Our customers are responsible for complying to the GDPR standards for any of their owned data. In certain cases, personal data will be used by HCL Unica customers in the solution's system table database. Personal data is often used by our customers for specific Campaign management purposes, such as outbound solutions leveraging Campaign where personal data can be used in Contact-and-Response history scenarios. The same applies to our real-time personalization solution, Interact, for real time engagements.

HCL will provide access to a utility that will allow the HCL Unica customers to generate SQL scripts for deleting customer's personal data from the software's System Table Database. These scripts will be available in the following HCL Unica offerings: Platform, Campaign, Interact, Deliver, Plan, Collaborate, Journey and to a lesser extent Optimize solutions.



Note: This document is available from version 12.1.0.4 onwards.

Chapter 2. HCL Unica support in the GDPR context

HCL Unica provides GDPR support for the following Unica products.

- Unica Platform
- Unica Campaign and Unica Optimize
- Unica Plan
- Unica Interact
- Unica Collaborate
- Unica Deliver
- Unica Journey

Chapter 3. Solution specific scripts to support right to erase requests

The HCL Unica - namely Unica Campaign and Unica Optimize, Unica Interact provides a utility that generates SQL scripts that will once run on the HCL Unica solutions' System Tables database, purge the system tables of personal data for your customers who have requested for their personal data to be deleted. Using this approach, the HCL customers leveraging Campaign|Interact|Collaborate in this case will be able to respond to 'Right to Erasure' requests.



Note:

- The utility provided by HCL that generates the scripts will only be able to purge data from the their System Table Database. HCL Unica customers are responsible for responding to all Right to Erasure requests, including those involving any external data marts, data warehouses, exported flat files, or other areas of customization where personal data could be stored.
- The utility can be configured to generate SQL scripts to take into account customer-specific customization of HCL Unica, in this case, Campaign|Interact|Collaborate system tables.

Chapter 4. General technical aspect of the right of erasure

Unica Collaborate provides the `gdpr_purge.bat/sh` utility. Unica Collaborate users may use this utility to generate delete statements for customers' records that are required to be erased from the Unica Collaborate system. These delete statements are generated for the Unica Collaborate system tables. Customer records that are required to be erased are provided in an input file and the output is the generated delete statements. [Collaborate tables on page 5](#) section includes the Unica Collaborate system tables in which customer data may reside (for which delete statements are generated).



Note:

- In version 12.1.0.4, the GDPR tool generates `Audience_name.sql` file. The SQL file is generated in GDPR home example, `<COLLABORATE_HOME>/tools/GDPR/Customer_0.sql`.
- If more than one audience is defined in Collaborate and customer wants to generate delete SQL for all audiences, then no action is required.
- For Unix environments, use `dos2unix` command before executing GDPR scripts.

If customer wants to generate delete SQL for selective audiences, for example, if total audiences defined is three, but customer generates delete SQL only for two of those audiences, then the way to do this is add all three audiences to `gdpr.properties`, but keep the `.csv` file empty for the audience so that delete SQL is not required to be generated.

Chapter 5. Collaborate tables

- uacc_lists
- Uacc_Corporate_Permanent
- Uacc_Corporate_Lists
- uacc_ondemand_lists
- uacc_ondemand_permanent
- uacc_permanent

Chapter 6. Procedure - High level

This section describes the high level procedure to execute the Unica Collaborate GDPR utility.

The input csv file containing customer records that are required to be deleted must be created.

Guidelines for creating input csv file

- String values containing special characters like space, comma, and so on, in customer data must be enclosed in double quotes (") to the input Customer.csv file.
- AudienceID must be the column name of the input Customer.csv file. In case of composite Audience level, the audience id must be comma separated.
- The input CSV file that contains customer information to be deleted from the Unica Campaign system tables can be generated through Unica Campaign using the select and snapshot process box, output only the AudienceID field into the CSV file.

Configure gdpr.properties: Specify audience information, input records file (required to be erased from the Unica Collaborate system), and so on. In case, no additional audience level is used in Unica Collaborate, mark as a comment the section that mentions the properties for additional audience level. Else, copy and paste the section on Additional audience level for all additional audience levels used in the Unica Collaborate system. Then, modify the section according to each audience level.

1. Run `gdpr_purge.bat /sh`.
2. Review the SQL output generated by the GDPRtool.
3. Take a backup of the Unica Collaborate system tables.
4. Execute SQL output by database administrator on Unica Collaborate system tables for all the partitions configured.
5. Verify that the required customer information is deleted.

Chapter 7. Procedure - Detailed

About this task

All files and executables related to GDPR are available at the <COLLABORATE_HOME>/tools/GDPR.

1. Set up the `gdpr.properties` before running the `gdpr_purge` utility.

The user is required to fill all the information listed underneath for every Audience in their Unica Collaborate application. For the Default Audience Level - Customer.



Note:

```
# Name of the audience.
# This is case sensitive.
Collaborate.Audience.Name=Customer

# Database type for Collaborate System tables.
# Name of this property should have the audience name.
# Format used here is Collaborate.<Audience>.DBType
# If there is space in audience name then escape space with single backslash
# For example Collaborate.Composite\ Audience.DBType=MSSQL
# This property can have on of the MSSQL, DB2, ORACLE, MARIADB as value
Collaborate.Customer.DBType=DB2

# uacc_lists table mapped in collaborate for the audience level Customer.
# Name of this property should have the audience name.
# Format used here is Collaborate.<Audience>.Uacc_List
# If there is space in audience name then escape space with single backslash
# For example Collaborate.Composite\ Audience.Uacc_List=Uacc_List
Collaborate.Customer.Uacc_List=uacc_lists

# Uacc_Corporate_Permanent table mapped in collaborate for the audience level Customer.
# Name of this property should have the audience name.
# Format used here is Collaborate.<Audience>.Uacc_Corporate_Permanent
# If there is space in audience name then escape space with single backslash
# For example Collaborate.Composite\ Audience.Uacc_Corporate_Permanent=Uacc_Corporate_Permanent
Collaborate.Customer.Uacc_Corporate_Permanent=Uacc_Corporate_Permanent

# Uacc_Corporate_Lists table mapped in collaborate for the audience level Customer.
# Name of this property should have the audience name.
# Format used here is Collaborate.<Audience>.Uacc_Corporate_Lists
# If there is space in audience name then escape space with single backslash
# For example Collaborate.Composite\ Audience.Uacc_Corporate_Lists=Uacc_Corporate_Lists
Collaborate.Customer.Uacc_Corporate_Lists=Uacc_Corporate_Lists

# uacc_ondemand_lists table mapped in collaborate for the audience level Customer.
# Name of this property should have the audience name.
# Format used here is Collaborate.<Audience>.uacc_ondemand_lists
# If there is space in audience name then escape space with single backslash
# For example Collaborate.Composite\ Audience.uacc_ondemand_lists=uacc_ondemand_lists
Collaborate.Customer.uacc_ondemand_lists=uacc_ondemand_lists

# uacc_ondemand_permanent used in collaborate for the audience level Customer.
# Name of this property should have the audience name.
```



```

# Format used here is Collaborate.<Audience>.uacc_ondemand_permanent
# This can be blank if not used.
# If there is space in audience name then escape space with single backslash
# For example Collaborate.Composite\ Audience.uacc_ondemand_permanent=uacc_ondemand_permanent
Collaborate.Customer.uacc_ondemand_permanent=uacc_ondemand_permanent
Collaborate.Customer.uacc_permanent=uacc_permanent
# Schema name used in collaborate for collaborate system tables.
# Name of this property should have the audience name.
# Format used here is Collaborate.<Audience>.Db.Schema.Name
# This can be blank if no DB schema is used.
# If there is space in audience name then escape space with single backslash
# For example Collaborate.Composite\ Audience.Db.Schema.Name=dbo
Collaborate.Customer.Db.Schema.Name=

# Audience ID field for audience level Customer.
# Name of this property should have the audience name.
# Format used here is Collaborate.<Audience>.Field
# If composite key is present define multiple fields.
# If there is space in audience name then escape space with single backslash
# For example Collaborate.Composite\ Audience.Field=CustomerID
Collaborate.Customer.Field=Customer_ID

# Data type for the Audience fields for the audience level Customer.
# Name of this property should have the audience name and field name.
# Format used here is Collaborate.<Audience>.<FieldName>.Datatype
# for composite Audience level, define multiple field data types
# Valid values for these properties are number/string.
# If there is space in audience name then escape space with single backslash
# For example Collaborate.Composite\ Audience.CustomerID.Datatype=number
Collaborate.Customer.Customer_ID.Datatype=number
# Absolute path to the input CSV file which has values for different columns defined for audience
level Customer.
# Name of this property should have the audience name.
# Format used here is Collaborate.<Audience>.Csv
# Note: must use forward slashes (/) or double-backslashes (\\)
# If there is space in audience name then escape space with single backslash
# For example Collaborate.Composite\ Audience.Csv=/sample/Customer.csv
# Note: Here <GDPR_HOME> need to be replaced with actual path.
Collaborate.Customer.Csv=/docker/unica/Collaborate/tools/GDPR/sample/Customer.csv

# Absolute path to the output SQL file which will be generated by GDPR tool for audience level
Customer.
# Name of this property should have the audience name.
# Format used here is Collaborate.<Audience>.Output
# Note: must use forward slashes (/) or double-backslashes (\\)
# If there is space in audience name then escape space with single backslash
# For example Collaborate.Composite\ Audience.Output=/Customer.sql
# Note: Here <GDPR_HOME> need to be replaced with actual path.
Collaborate.Customer.Output=/docker/unica/Collaborate/tools/GDPR/Customer.sql

# Maximum size of the output file in megabytes. If value of this property is nonzero
# then output files will be split if file size is going beyond the below given limit.
# Output file could be bit larger than the size specified by below property.
# Name of this property should have the audience name.
# Format used here is Collaborate.<Audience>.Output.FileSizeLimit
# Only 0(zero) or positive values are supported. If 0 is specified then single output file will
be created.
# If there is space in audience name then escape space with single backslash

```



```
# For example Collaborate.Composite\ Audience.Output.FileSizeLimit=10
Collaborate.Customer.Output.FileSizeLimit=10
#####
# Query separator character to be used for separating the queries.
QuerySeparator=;

# Nationalized string prefix to be used while generating the DB queries.
# If your audience name or value specified in csv file has non English characters then N prefix
should be used for MSSQL.
NLS.String.Prefix=N
```

For additional audience level (for example: Composite)



Note: For additional audience levels, for example composite audience level, the users must replace the values with the names they use for additional audience levels in their Campaign application.

Copy the following section for every audience for all the additional audience levels defined in the Campaign.

```
# Name of the audience.
# This is case sensitive.
Collaborate.Audience.Name=CompositeAudience

# Database type for Collaborate System tables.
# Name of this property should have the audience name.
# Format used here is Collaborate.<Audience>.DBType
# If there is space in audience name then escape space with single backslash
# For example Collaborate.Composite\ Audience.DBType=MSSQL
# This property can have on of the MSSQL, DB2, ORACLE, MARIADB as value
Collaborate.CompositeAudience.DBType=MARIADB
# Uacc_List table mapped in collaborate for the audience level CompositeAudience.
# Name of this property should have the audience name.
# Format used here is Collaborate.<Audience>.Uacc_List
# If there is space in audience name then escape space with single backslash
# For example Collaborate.Composite\ Audience. Uacc_List =UA_ContactHistory_CompositeAudience
Collaborate.CompositeAudience.Uacc_List=uacc_lists
Uacc_Corporate_Permanent table mapped in collaborate for the audience level CompositeAudience
# Name of this property must have the audience name.
# Format used here is Collaborate.<Audience>.Uacc_Corporate_Permanent
# If there is space in audience name then escape space with single backslash
# For example Collaborate.Composite\ Audience.Uacc_Corporate_Permanent
=UA_ResponseHistory_CompositeAudience
Collaborate.CompositeAudience.Uacc_Corporate_Permanent=Uacc_Corporate_Permanent

# Uacc_Corporate_Lists table mapped in collaborate for the audience level CompositeAudience
# Name of this property should have the audience name.
# Format used here is Collaborate.<Audience>.Uacc_Corporate_Lists
# If there is space in audience name then escape space with single backslash
# For example Collaborate.Composite\ Audience. Uacc_Corporate_Lists =
Uacc_Corporate_Lists_CompositeAudience
Collaborate.CompositeAudience.Uacc_Corporate_Lists=Uacc_Corporate_Lists

# uacc_ondemand_lists table mapped in collaborate for the audience level CompositeAudience
# Name of this property must have the audience name.
# Format used here is Collaborate.<Audience>.uacc_ondemand_lists
# If there is space in audience name then escape space with single backslash
```

```

# For example Collaborate.Composite\ Audience. uacc_ondemand_lists =
  uacc_ondemand_lists_CompositeAudience
Collaborate.CompositeAudience.uacc_ondemand_lists=uacc_ondemand_lists
# uacc_ondemand_permanent used in collaborate for the audience level CompositeAudience
# Name of this property must have the audience name.
# Format used here is Collaborate.<Audience>.ActionTable
This can be blank if not used.
# If there is space in audience name then escape space with single backslash
# For example Collaborate.Composite\ Audience.uacc_ondemand_permanent =
  uacc_ondemand_permanent_CompositeAudience
Collaborate.CompositeAudience.uacc_ondemand_permanent=uacc_ondemand_permanent

Collaborate.CompositeAudience.uacc_permanent=uacc_permanent
# Schema name used in collaborate for collaborate system tables.
# Name of this property must have the audience name.
# Format used here is Collaborate.<Audience>.Db.Schema.Name
# This can be blank if no DB schema is used.
# If there is space in audience name then escape space with single backslash
# For example Collaborate.Composite\ Audience.Db.Schema.Name=dbo
Collaborate.CompositeAudience.Db.Schema.Name=

# Audience ID field for audience level CompositeAudience
# Name of this property must have the audience name.
# Format used here is Collaborate.<Audience>.Field
# For composite Audience level , define multiple fields.
# If there is space in audience name then escape space with single backslash
# For example Collaborate.Composite\ Audience.Field=Field1PK
Collaborate.CompositeAudience.Field=Field1PK
Collaborate.CompositeAudience.Field=Field2PK
Collaborate.CompositeAudience.Field=Field3PK
# Data type for the Audience fields for the audience level CompositeAudience.
# Name of this property should have the audience name and field name.
# Format used here is Collaborate.<Audience>.<FieldName>.Datatype
# For composite Audience level, define multiple field data types
# Valid values for these properties are number/string.
# If there is space in audience name then escape space with single backslash
For example Collaborate.Composite\ Audience.Field1PK.Datatype=number
Collaborate.CompositeAudience.Field1PK.Datatype=number
Collaborate.CompositeAudience.Field2PK.Datatype=string
Collaborate.CompositeAudience.Field3PK.Datatype=string

# Absolute path to the input CSV file which has values for different columns defined for audience level
  CompositeAudience
# Name of this property should have the audience name.
# Format used here is Collaborate.<Audience>.Csv
# Note: must use forward slashes (/) or double-backslashes (\\)
# If there is space in audience name then escape space with single backslash
# For example Collaborate.Composite\ Audience.Csv=/sample/CompositeAudience.csv
# Note: Here <GDPR_HOME> need to be replaced with actual path.
Collaborate.CompositeAudience.Csv=/docker/unica/Collaborate/tools/GDPR/sample/CompositeAudience.csv

# Absolute path to the output SQL file which will be generated by GDPR tool for audience level
  CompositeAudience

# Name of this property should have the audience name.
# Format used here is Collaborate.<Audience>.Output
# Note: must use forward slashes (/) or double-backslashes (\\)

```

```

# If there is space in audience name then escape space with single backslash
# For example Collaborate.Composite\ Audience.Output=/CompositeAudience.sql
# Note: Here <GDPR_HOME> need to be replaced with actual path.
Collaborate.CompositeAudience.Output=D:/Deliver/HCL_GDPR/dist/collaborate/CompositeAudience.sql

# Maximum size of the output file in megabytes. If value of this property is nonzero
# then output files will be split if file size is going beyond the below given limit.
Output file could be bit larger than the size specified by below property.
# Name of this property should have the audience name.
# Format used here is Collaborate.<Audience>.Output.FileSizeLimit
# Only 0(zero) or positive values are supported. If 0 is specified then single output file will be
  created.
# If there is space in audience name then escape space with single backslash
# For example Collaborate.Composite\ Audience.Output.FileSizeLimit=10
Collaborate.CompositeAudience.Output.FileSizeLimit=10

#####
# Query separator character to be used for separating the queries.
QuerySeparator=;

# Nationalized string prefix to be used while generating the DB queries.
# If your audience name or value specified in csv file has non English characters then N prefix should
  be used for MSSQL.
NLS.String.Prefix=N

```



Note: The input CSV file including customer information to be deleted from the Collaborate system tables can be generated through Campaign using the select and snapshot process box; output only the audienceld field into the CSV file.

2. Run the `gdpr_purge` utility.

- a. Launch the command prompt and navigate to `<COLLABORATE_HOME>/tools/GDPR`.
- b. Run the `gdpr_purge.bat / sh`.



Note: In case of any errors, check the `gdpr.log` file generated at `<COLLABORATE_HOME>\tools\GDPR\logs.Logging` for `gdpr_purge.sh/bat` utility. In case of errors in the GDPR utility execution, users can use the `log4j.properties` to change the logging of GDPR utility. `log4j.properties` is available in `<COLLABORATE_HOME>\tools\GDPR\.`

3. Review and execute SQL.

The Output sql file containing delete statements gets generated at the following locations:

- Output = `<COLLABORATE_HOME>/tools/GDPR/Customer_0.sql`.
- Output= `<COLLABORATE_HOME>/tools/GDPR/CompositeAudience_0.sql`

All the SQL files created for all the audiences configured in Collaborate system must be executed. The GDPR utility may generate multiple files of delete statements of customer records to be erased, depending on output file size specified in the properties file: `Collaborate.CompositeAudience.Output.FileSizeLimit`. The Collaborate user or Collaborate database administrator must execute all these files. If there are multiple partitions, the SQLs must be executed on each database schema for each partition defined in Campaign.

Chapter 8. Known issues

When you execute the script generated using the GDPR utility on DB2, you may come across the following error that you can ignore: `Warning/ERROR .TRUNCATE TABLE`

```
[Code: -104, SQL State: 42601] An unexpected token "END-OF-STATEMENT" was found following
"P_872172465656901632".
Expected tokens may include: "IMMEDIATE".. SQLCODE=-104, SQLSTATE=42601, DRIVER=4.25.1301
```