# Unica Campaign - GDPR V12.1

# Contents

# 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 on May 25, 2018. Please note that this document does not provide legal advice nor does it provide procedural advice for overall enterprise GDPR compliance. Please see the disclaimer and notice in this document.

The HCL Unica rely 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 our 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, Opportunity Detect, Plan, and to a lesser extent Optimize solutions.

# 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 Opportunity Detect

## Solution Specific Scripts to Support Right to Erase Requests

The HCL Unica - namely Unica Campaign and Unica Optimize, Unica Interact and Unica Opportunity Detect provide 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, you - HCL customers - leveraging CampaignInteractOpportunity Detect in this case will be able to respond to 'Right to Erasure' requests.

Related to: **Right to Erasure**

📒 **Note:**

1. 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.
2. The utility can be configured to generate SQL scripts to take into account customer-specific customization of HCL Unica, in this case, CampaignInteractOpportunity Detect System Tables.

# Unica Campaign - GDPR – General Technical Aspect of The Right of Erasure

Unica Campaign provides the gdpr_purge.bat/sh utility. Unica Campaign users may use this utility to generate delete statements for customers' records that are required to be erased from the Unica Campaign system. These delete statements are generated for the Unica Campaign system tables. Customer records that are required to be erased are provided in an input file and the output is the generated delete statements. We have listed the Unica Campaign system tables in which customer data may reside (for which delete statements are generated) in the following two sections.

📝 **Note:**

- In V 12.0, the GDPR tool generates an additional sql file by the name PostAudience.sql file. In Windows, the sql file is generated in GDPR home example, `C:/HCL/Campaign/tools/GDPR/PostAudience.sql file`, whereas in Unix, this SQL is written to the tools Dir by the name GDPRPostAudience.sql file. For example `/opt/HCL/Campaign/tools/GDPRPostAudience.sql` file.
- If more than one audience is defined in Campaign and customer wants to generate deleteSQL for all audiences, then no action is required.

If customer wants to generate deleteSQL for selective audiences, for example, if total audiences defined is three, but customer generates deleteSQL 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 deleteSQL is not required to be generated.

## Contact/Response History Tables

- UA_ContactHistory
- UA_ResponseHistory
- UA_DtlContactHist

- UA_SegMembership
- UA_ActionCustomer
- UA_OfferHistAttrib
- UA_Treatment
- UA_OfferHistory

# WCA Tables

- UA_EmailClick
- UA_EmailOpen
- UA_EmailSend
- UA_EmailBounce
- UA_EmailOptOut
- UA_InteractedSMS
- UA_Mob_Push_Send
- UA_SentSMS
- UA_SimpNot_AppOpened
- UA_SimpNot_URLClicked
- UA_Gen_Event_Record

Customer information can also reside in the additional audience history tables used in the Unica Campaign system. The Unica Campaign user may hence configure the GDPR property file for additional Audience level to delete records from the additional history tables.

📑 **Note:**

1. **Deleting Customer information from Strategic segments**: Customer information also can reside in Strategic segments (.bin files) located at <CAMPAIGN_HOME>/partition/ partition1/segments. To delete customer information from these bin files, the user is required to follow the steps below:
   a. Refresh / Remove Campaign user database to delete customer records (that is required to be erased from the Unica Campaign system).

b. Execute all the flowcharts from which the strategic segments are created.

2. **Deleting customer information from the output files / tables generated by Snapshot and Maillist/Calllist process box**: The user is required to delete customer information from the user database and re-run all the flowcharts in which the Snapshot and the Maillist/Callist process boxes are used.

   For existing/old output files: The customer must review and delete user records (that are required to be erased in the Unica Campaign system) from the output files.

3. **Deleting customer information from temporary tables (UACS and UAC_EX) generated by Create_seg, Extract and Segment process box**: The user is required to delete customer information from the user database and re-run all the flowcharts in which Create_seg, Extract and Segment process box is used.

   📝 **Note:**  Segment process box: This is applicable only to the Segment process box in which the 'Create Extract tables' configuration check-box is selected.

4. Unica Campaign application down time is mandatory when these delete statements are executed on the Unica Campaign system database.

5. Unica Campaign users must ensure that they delete the user records that are to be erased from the Unica Campaign system, from Unica Campaign user database. The Unica Campaign GDPR utility does not delete user records.

6. The Unica Campaign GDPR utility provides the delete statements only. The Unica Campaign user should share these delete statements with the DBA, get them reviewed, and then execute on Unica Campaign system tables for all the partitions configured.

7. The Unica Campaign GDPR utility generated delete statements do not contain commit statements. User can set the auto commit settings as required, or do a manual commit.

8. It is recommended to have indexes created on all the Additional history tables. This speeds up the delete operation.

9. The Unica Campaign GDPR utility does not take care of deleting customer records (that are required to be forgotten in Unica Campaign system) apart from the tables mentioned above. The Unica Campaign user should take care of deleting these records on their own. This might include deleting records from Unica Campaign temporary tables, output flat files, custom output tables generated from Unica Campaign, and so on.

10. No Data from reference tables such as UA_OfferHistAttrib , UA_TREATMENT and UA_OfferHistory is deleted if it has reference data in the UA_CONTACTHISTORY table. For example, if one offer / multiple offers are given to multiple customers (say CustomerID = 1,2,3,4,5) and the user wishes to delete only CustomerID =1 then no data from reference tables will be deleted because CustomerID = 2,3,4,5 will still refer to data in those reference tables.
11. All files and executable related to GDPR are available at the<CAMPAIGN_HOME>/tools/ GDPR path
12. This gdpr_purge utility does not generate any delete statements for tables related to Unica Deliver.
13. **GDPR for Unica Optimize**: The Files/ Data that we use in Unica Optimize are taken from Unica Campaign. Hence, when we run the GDPR utility in Unica Campaign, that very data is also used by Unica Optimize. So, we do not need a separate GDPR process for Unica Optimize.

    📝 **Note:** However, once the GDPR utility is run in Unica Campaign, we need to re-run Unica Optimize sessions so that the respective records are updated.

## GDPR for Unica Optimize

The files / data that we use in Unica Optimize are taken from Unica Campaign. Hence, when we run the GDPR utility in Unica Campaign, that very data is used by Optimize too. So, we do not need a separate GDPR process for Unica Optimize.

📝 **Note:** However, once the GDPR utility is run in Unica Campaign, we need to re-run Optimize sessions so that the respective records are updated.

# Chapter 1. Procedure: High Level

This section describes the high level procedure to execute the Unica Campaign 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 should be enclosed in double quotes (")to the input Customer.csv file.
- AudienceID should be the column name of the input Customer.csv file. In case of composite Audience level, the audience id should 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, Audience Level history tables information, input records file (that is required to be erased from the Unica Campaign system), and so on. In case, no additional audience level is used in Unica Campaign, please 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 Campaign system. Then, modify the section according to each audience level.

1. Run gdpr_purge.bat / sh
2. Review the SQL Output generated by the GDPR tool.
3. Take a backup of the Unica Campaign System tables.
4. Execute SQL Output by DBA on Unica Campaign system tables for all the partitions configured.
5. Verify that the desired customer information is deleted.

# Procedure: Detailed

All files and executables related to GDPR are available at the <CAMPAIGN_HOME>/tools/ GDPR path

1. **Setting 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 Campaign application:**For the Default Audience Level - Customer:**

```
# Name of the audience.
# This is case sensitive.


Campaign.Audience.Name=Customer


# Database type for Campaign System tables.
# Name of this property should have the audience name.
# Format used here is Campaign.<Audience>.DBType
# If there is space in audience name then escape space with single
 backslash
# For example Campaign.Composite\ Audience.DBType=MSSQL
# This property can have be set to one value from MSSQL, DB2, ORACLE.
# This is case sensitive.


Campaign.Customer.DBType=


# The Contact history table mapped in Campaign for the audience level -
 Customer.
# This property name should contain the audience name.
# The format used here is Campaign.<Audience>.ContactHistoryTable
# If there is space in audience name then escape space with single
 backslash
```

```
# For example Campaign.Composite\
 Audience.ContactHistoryTable=UA_ContactHistory


Campaign.Customer.ContactHistoryTable=UA_ContactHistory


# The Response history table mapped in Campaign for the audience level
 - Customer.
# This property name should contain  the audience name.
# The format used here is Campaign.<Audience>.ResponseHistoryTable
# If there is space in audience name then escape space with single
 backslash
# For example Campaign.Composite\
 Audience.ResponseHistoryTable=UA_ResponseHistory


Campaign.Customer.ResponseHistoryTable=UA_ResponseHistory


# The Detail contact history table mapped in campaign for the audience
 level - Customer.
# This property name should contain the audience name.
# The format used here is Campaign.<Audience>.DetailContactHistoryTable
# If there is space in audience name then escape space with single
 backslash
# For example Campaign.Composite\
 Audience.DetailContactHistoryTable=UA_DtlContactHist


Campaign.Customer.DetailContactHistoryTable=UA_DtlContactHist


# The Segment membership table mapped in campaign for the audience
 level - Customer.
# This property name should contain  the audience name.
# The format used here is Campaign.<Audience>.SegmentMembershipTable
```

```
# If there is space in audience name then escape space with single
 backslash
# For example Campaign.Composite\
 Audience.SegmentMembershipTable=UA_SegMembership


Campaign.Customer.SegmentMembershipTable=UA_SegMembership


# The Action table used in campaign for the audience level - Customer.
# This property name should contain the audience name.
# The format used here is Campaign.<Audience>.ActionTable
# This can be blank, if not used.
# If there is space in audience name then escape space with single
 backslash
# For example Campaign.Composite\
 Audience.ActionTable=UA_ActionCustomer


Campaign.Customer.ActionTable=UA_ActionCustomer


# The Schema name used in Unica Campaign for Unica Campaign system
 tables.
# This property name should contain the audience name.
# The format used here is Campaign.<Audience>.Db.Schema.Name
# This can be blank if DB schema is not used.
# If there is space in audience name then escape space with single
 backslash
# For example Campaign.Composite\ Audience.Db.Schema.Name=dbo


Campaign.Customer.Db.Schema.Name=


# The Audience ID field for the audience level - Customer.
# This property name should contain the audience name.
# The format used here is Campaign.<Audience>.Field
```

```
# If the composite key is present, then define multiple fields.
# If there is space in audience name then escape space with single
 backslash
# For example Campaign.Composite\ Audience.Field=CustomerID


Campaign.Customer.Field=CustomerID


# The Data type for the Audience fields for the audience level -
 Customer.
# This property name should contain the audience name and the field
 name.
# The format used here is Campaign.<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 Campaign.Composite\ Audience.CustomerID.Datatype=number


Campaign.Customer.CustomerID.Datatype=number


# The Absolute path to the input CSV file which has values for
 different columns defined for the
# audience level - Customer.
# This property name should contain the audience name.
# The format used here is Campaign.<Audience>.Csv
# Note: Usage of forward slashes (/) or double-backslashes (\\) is
 mandatory
# If there is space in audience name then escape space with single
 backslash
# For example Campaign.Composite\ Audience.Csv=/sample/Customer.csv
# Note: Here <GDPR_HOME> need to be replaced with actual path.
```

```
#This is the input csv which contains the customer records which needs
 to be erased
# from the Campaign system


Campaign.Customer.Csv=<GDPR_HOME>/sample/Customer.csv


# The Absolute path to the output SQL file which will be generated by
 GDPR tool for the audience
# level - Customer.
# This property name should contain the audience name.
# The format used here is Campaign.<Audience>.Output
# Note: Usage forward slashes (/) or double-backslashes (\\) is
 mandatory
# If there is space in audience name then escape space with single
 backslash
# For example Campaign.Composite\ Audience.Output=/Customer.sql
#Note: Here <GDPR_HOME> need to be replaced with actual path.
#This Customer.sql will contains the delete statements


Campaign.Customer.Output=<GDPR_HOME>/Customer.sql


# The Maximum size of the output file in megabytes. If value of this
 property is nonzero
# then the output files will be split if the file size is going beyond
 the limit specified
# below.
# The output file could be a little larger than the size specified
 underneath in the
property.
# This property name should contain the audience name.
# The format used here is Campaign.<Audience>.Output.FileSizeLimit
# Supports only positive values.
```

```
# If there is space in audience name then escape space with single
 backslash
# For example Campaign.Composite\ Audience.Output.FileSizeLimit=10


Campaign.Customer.Output.FileSizeLimit=10
```

**For the Additional Audience Level (For example: Composite):**

📝 **Note:**  For Additional audience levels, for example composite Audience level, the user must replace the values with the names they use for additional Audience levels in their campaign application.

Copy-paste the section underneath for every Audience for all the Additional Audience levels defined in the campaign:

```
# Audience name.
# This is case sensitive.


Campaign.Audience.Name=CompositeAudience


# Database type for Campaign System tables.
# Name of this property should have the audience name.
# Format used here is Campaign.<Audience>.DBType
# If there is space in audience name then escape space with single
 backslash
# For example Campaign.Composite\ Audience.DBType=MSSQL
# This property can be set to one value from MSSQL, DB2, ORACLE.
# This is case sensitive.


Campaign.CompositeAudience.DBType=


# Contact history table mapped in campaign for the audience level -
 CompositeAudience.
# This property name should contain the audience name.
```

```
# The format used here is Campaign.<Audience>.ContactHistoryTable
# If there is space in audience name then escape space with single
 backslash
# For example
# Campaign.Composite\
 Audience.ContactHistoryTable=UA_ContactHistory_CompositeAudience


Campaign.CompositeAudience.ContactHistoryTable=UA_ContactHistory_CompositeAudience


# Response history table mapped in campaign for the audience level -
 CompositeAudience
# This property name should contain the audience name.
# The format used here is Campaign.<Audience>.ResponseHistoryTable
# If there is space in audience name then escape space with single
 backslash
# For example
# Campaign.Composite\
 Audience.ResponseHistoryTable=UA_ResponseHistory_CompositeAudience


Campaign.CompositeAudience.ResponseHistoryTable=UA_ResponseHistory_CompositeAudience


# Detail contact history table mapped in campaign for the audience
 level - CompositeAudience
# This property name should contain the audience name.
# The format used here is Campaign.<Audience>.DetailContactHistoryTable
# If there is space in audience name then escape space with single
 backslash
# For example
# Campaign.Composite\
 Audience.DetailContactHistoryTable=UA_DtlContactHist_CompositeAudience
 Campaign.CompositeAudience.DetailContactHistoryTable=UA_DtlContactHist_CompositeAudi
```

```
# Segment membership table mapped in Unica Campaign for the audience
 level - CompositeAudience
# This property name should contain the audience name.
# The format used here is Campaign.<Audience>.SegmentMembershipTable
# If there is space in audience name then escape space with single
 backslash
# For example
# Campaign.Composite\
 Audience.SegmentMembershipTable=UA_SegMembership_CompositeAudience


Campaign.CompositeAudience.SegmentMembershipTable=UA_SegMembership_CompositeAudience


# Action table used in Unica Campaign for the audience level -
 CompositeAudience
# This property name should contain the audience name.
# The format used here is Campaign.<Audience>.ActionTable
# This can be blank if not used.
# If there is space in audience name then escape space with single
 backslash
# For example Campaign.Composite\
 Audience.ActionTable=UA_Action_CompositeAudience


Campaign.CompositeAudience.ActionTable=UA_Action_CompositeAudience


# Schema name used in campaign for campaign system tables.
# This property name should contain the audience name.
# The format used here is Campaign.<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 Campaign.Composite\ Audience.Db.Schema.Name=dbo
```

```
Campaign.CompositeAudience.Db.Schema.Name=dbo


# Audience ID field for audience level CompositeAudience

# This property name should contain the audience name.

# The format used here is Campaign.<Audience>.Field

# For composite Audience level , define multiple fields.

# If there is space in audience name then escape space with single
 backslash

# For example Campaign.Composite\ Audience.Field=Field1PK


Campaign.CompositeAudience.Field=Field1PK

Campaign.CompositeAudience.Field=Field2PK

Campaign.CompositeAudience.Field=Field3PK


# Data type for the Audience fields for the audience level -
 CompositeAudience.

# This property name should contain the audience name and field name.

# The format used here is Campaign.<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 Campaign.Composite\ Audience.Field1PK.Datatype=number


Campaign.CompositeAudience.Field1PK.Datatype=number

Campaign.CompositeAudience.Field2PK.Datatype=string

Campaign.CompositeAudience.Field3PK.Datatype=string


# Absolute path to the input CSV file which has values for different
 columns defined for

# audience level CompositeAudience

# This property name should contain the audience name.
```

```
# The format used here is Campaign.<Audience>.Csv
# Note: Usage of forward slashes (/) or double-backslashes (\\) is
 mandatory
# If there is space in audience name then escape space with single
 backslash
# For example Campaign.Composite\ Audience.Csv=/sample/
CompositeAudience.csv
# Note: Here <GDPR_HOME> need to be replaced with actual path.


Campaign.CompositeAudience.Csv=<GDPR_HOME>/sample/CompositeAudience.csv


# Absolute path to the output SQL file which will be generated by GDPR
 tool for
# the audience level CompositeAudience
# This property name should contain the audience name.
# The format used here is Campaign.<Audience>.Output
# Note: Usage of forward slashes (/) or double-backslashes (\\) is
 mandatory
# If there is space in audience name then escape space with single
 backslash
# For example Campaign.Composite\ Audience.Output=/
CompositeAudience.sql
# Note: Here <GDPR_HOME> need to be replaced with actual path.


Campaign.CompositeAudience.Output=<GDPR_HOME>/CompositeAudience.sql


# Maximum size of the output file in megabytes. If value of this
 property is nonzero
# then the output files will be split if file size is going beyond the
 limit
# mentioned underneath.
```

```
# Output file could be bit larger than the size specified by property
 below.
# This property name should contain the audience name.
# The format used here is Campaign.<Audience>.Output.FileSizeLimit
# Only positive values are supported.
# If there is space in audience name then escape space with single
 backslash
# For example Campaign.Composite\ Audience.Output.FileSizeLimit=10


Campaign.CompositeAudience.Output.FileSizeLimit=10
```

📝 **Note:** If no additional Action table is used for the Additional Audience level, then the "Campaign.CompositeAudience.ActionTable" property value can be blank.

**Configuring Common Properties**

```
# Query separator character to be used for separating the queries that
 will be
# generated by the GDPR utility
QuerySeparator=;


<NOTE: Remove N for Oracle and DB2 database>
# Nationalized string prefix to be used while generating the DB
 queries.
# If your audience name or the value specified in the csv file has non-
English characters,
# then the N prefix should be used for MSSQL.
NLS.String.Prefix=N


# Flag to define if Watson Campaign Automation integration is used.
# If integration is used, then specify this property as true or else
 specify false.
IsWatsonCampaignAutomationIntegrated=false
```

📝 **Note:** The input CSV file that contains customer information to be deleted from the Campaign system tables can be generated through Campaign using the select and snapshot process box; output only the audienceId field into the CSV file.

2. **Running the gdpr_purge Utility**:1. Launch the command prompt and navigate to <CAMPAIGN_HOME>/tools/GDPR .2. Run the gdpr_purge.bat / shNote: In case of any errors, please check the gdpr.log file generated at <CAMPAIGN_HOME>\tools \GDPR\logs.Logging for gdpr_purge.sh/bat utility:In case of errors in the GDPR utility execution user can use the log4j.properties to change the logging of GDPR utility.log4j.properties is available in <CAMPAIGN_HOME>\tools\GDPR\.

3. **Reviewing and Executing SQL**:The Output sql file containing delete statements gets generated at the following locations:Campaign.Customer.Output=<CAMPAIGN_HOME>\tools\GDPR \Customer.sqlCampaign.CompositeAudience.Output=<CAMPAIGN_HOME>\tools \GDPR/CompositeAudience.sqlAll the sql files created for all the audiences configured in Campaign system must be executed.The GDPR utility might generate multiple files of delete statements of customer records to be erased, depending on output file size specified in the properties file: Campaign.CompositeAudience.Output.FileSizeLimitThe Campaign user / Campaign DBA must execute all these files.If there are multiple partitions, the SQls must be executed on every database schema for every partition defined in Campaign.

# Known Issue

When you execute the script generated via the GDPR utility on DB2, you might come across the following error that you can ignore:`Warning/ERROR .TRUNCATE TABLE camp912x.Temp_8652429716865416192DB21034E The command was processed as an SQL statement because it was not a valid Command Line Processor command. During SQL processing it returned: SQL0104N An unexpected token "END-OF-STATEMENT" was found following"_8652429716865416192". Expected tokens may include: "IMMEDIATE". SQLSTATE=42601`