Version 11 Release 0
May 31, 2018

IBM Opportunity Detect - GDPR

This edition applies to version 11.0 of IBM Opportunity Detect and to all subsequent releases and modifications until otherwise indicated in new editions.

Contents

Chapter 1. Executive Summary

IBM is making several changes to IBM Marketing Software (IMS) 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 IBM Marketing Software solutions 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 IBM Marketing Software 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 IBM Campaign where personal data can be used in Contact-and-Response history scenarios. The same applies to our real-time personalization solution, IBM Interact, for real time engagements.

The IBM Marketing Software products will either contain a utility, accompanied documentation to generate SQL scripts, or instructions on deleting customer's personal data from the software's System Table Database. The utility containing scripts or instructions will be available in the following IBM Marketing Software offerings: IBM Marketing Platform, IBM Campaign, IBM Interact, IBM Opportunity Detect, IBM Marketing Operations, and to a lesser extent IBM Contact Optimization solutions.

Chapter 2. IBM Marketing Software Support in the GDPR Context

IBM Marketing Software provides GDPR support for the following Marketing Software products:

- IBM Marketing Platform
- IBM Campaign and IBM Contact Optimization
- IBM Marketing Operations
- IBM Interact
- IBM Opportunity Detect

Solution Specific Scripts to Support Right to Erase Requests

The IBM Marketing Software - namely IBM Campaign and IBM Contact Optimization, IBM Interact and IBM Opportunity Detect provide a utility that generates SQL scripts that will, once run on the IBM Marketing Software 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 - IBM customers - leveraging Opportunity 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 IBM that generates the scripts will only be able to purge data from the their System Table Database. IBM Marketing Software 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 IBM Marketing Software, in this case, Opportunity Detect System Tables.

Chapter 3. IBM Opportunity Detect - GDPR – General Technical Aspect of The Right of Erasure

IBM Opportunity Detect provides a utility to help administrators delete records under GDPR - Right of Erasure . The utility generates SQL scripts with delete statements for the provided configuration. These SQL scripts are generated for the DB2 and Oracle databases. These scripts contain separate queries for the DB2 and Oracle databases as follows; and so you should comment out the Oracle specific queries with a -- preceding the Oracle script while using DB2 and vice versa:

```
--DB2
CREATE TABLE Temp_3405384762866779136 AS (SELECT audienceId
FROM   test10.outcome
   WHERE  0 = 1)
WITH NO DATA;

--Oracle
CREATE TABLE Temp_6594238626096596992 AS (SELECT audienceId
 FROM   test10.outcome
   WHERE  0 = 1);

--DB2
TRUNCATE TABLE test10.Temp_3405384762866779136 IMMEDIATE ;

-- ORACLE
TRUNCATE TABLE test10.Temp_6594238626096596992;
```

Please review all the scripts with your DBA before executing them.

Delete statements are generated for the following tables:

- Outcome
- History
- ExpandedOutcome1
- ExpandedOutcome2

Chapter 4. Procedure: Detailed

The GDPR utility is available to you when you install Opportunity Detect. It is located at <OpDetection_Home>/tools, where OpDetection_Home is the OpDetection installation path.

1. **Configure GDPR properties**:
   The GDPR utility will generate the output based on the values provided in the gdpr.properties file.
   This file is present under the GDPR extracted folder.
   Configuration Details:

```
# Opportunity Detect Code of the Audience Level.
# The property reads as OpDetect.Audience.Name, and the value assigned is the
# Audience Level code
# This is case sensitive.

OpDetect.Audience.Name=a
OpDetect.Audience.Name=1

# This property should be set to 1 if Campaign Integration tables
# Expandedoutcome1 and Expandedoutcome2 query's are required
# Format used is OpDetect.<Audience>.isCampaignInt
#This property should not be blank

OpDetect.a.isCampaignInt=1
OpDetect.1.isCampaignInt=1

# History table is State table
# Name of this property should have the audience name.
# Format used here is OpDetect.<Audience>.stateTable

OpDetect.a.stateTable=history
OpDetect.1.stateTable=history

# Outcome table contain the output
# Name of this property should have the audience name.
# Format used here is OpDetect.<Audience>.outcomeTable

OpDetect.a.outcomeTable=outcome
OpDetect.1.outcomeTable=outcome

# OpDetect - Campaign Integration Table 1
# Name of this property should have the audience name.
# Format used here is OpDetect.<Audience>.expandedoutcome1

OpDetect.a.expandedoutcome1=expandedoutcome1
OpDetect.1.expandedoutcome1=expandedoutcome1

# OpDetect - Campaign Integration Table 2
# Name of this property should have the audience name.
# Format used here is OpDetect.<Audience>.expandedoutcome2

OpDetect.a.expandedoutcome2=expandedoutcome2
OpDetect.1.expandedoutcome2=expandedoutcome2

# Schema name used in campaign for campaign system tables.
# Name of this property should have the audience name.
# Format used here is OpDetect.<Audience>.Db.Schema.Name
# This can be blank if no DB schema is used.

OpDetect.a.Db.Schema.Name=OD10
OpDetect.1.Db.Schema.Name=OD10
```

```
# Audience ID field for audience level
# Name of this property should have the audience name.
# Format used here is OpDetect.<Audience>.Field

OpDetect.a.Field=audienceId
OpDetect.1.Field=audienceId

# Data type for the Audience fields for the audience level
# Name of this property should have the audience name and field name.
# Format used here is OpDetect.<Audience>.<FieldName>.Datatype
# Valid values for this property is string.

OpDetect.a.audienceId.Datatype=string
OpDetect.1.audienceId.Datatype=string

# Absolute path to the input CSV file which has values for different columns defined
# for audience level.
# Name of this property should have the audience name.
# Format used here is OpDetect.<Audience>.Csv
# Note: must use forward slashes (/) or double-backslashes (\\)

OpDetect.a.Csv=C:/GDPR/sample1001.csv
OpDetect.1.Csv=C:/GDPR/sample1001.csv

# Absolute path to the output SQL file which will be generated by GDPR tool for audience level.
# Name of this property should have the audience name.
# Format used here is OpDetect.<Audience>.Output
# Note: must use forward slashes (/) or double-backslashes (\\)

OpDetect.a.Output=C:/GDPR/sample1001.sql
OpDetect.1.Output=C:/GDPR/sample1002.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 OpDetect.<Audience>.Output.FileSizeLimit
# Only positive values are supported.

OpDetect.a.Output.FileSizeLimit=10
OpDetect.1.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.

#Placeholder, not used in OpDetect.

# Do not modify

NLS.String.Prefix=
```

2. **Execution of the GDPR utility**:

   Update the csv file with the audience ID which needs to be removed as per GDPR compliance. Refer to the Configure GDPR properties step above for details regarding the csv file.

   String values having special characters like space, comma, and so on in customer data should be enclosed in double quotes (“) in the input csv files.

   Invoke gdpr_purge.sh script to execute the utility.

Errors can be checked in the gdpr.log file available at <Install_Location>/GDPR/logs.

3. **Review the Output**:

   The script created by the GDPR utility must be reviewed by a DBA before execution.

   The script does not contain any commit statement. Users need to commit manually or set an autocommit as required.

4. **Execute the DB script**:

   The scripts must be executed on appropriate database schema after the review.

   IBM Opportunity Detect down time is mandatory during the delete scripts execution.

   The utility does not delete input records.

The Opportunity Detect GDPR utility will not delete the Profile data to be erased from the User database. This should be done manually and is the sole responsibility of the Opportunity Detect user.

Before you contact IBM technical support

If you encounter a problem that you cannot resolve by consulting the documentation, your company's designated support contact can log a call with IBM® technical support. Use these guidelines to ensure that your problem is resolved efficiently and successfully.

If you are not a designated support contact at your company, contact your IBM administrator for information.

Note: Technical Support does not write or create API scripts. For assistance in implementing our API offerings, contact IBM Professional Services.

Information to gather

Before you contact IBM technical support, gather the following information:

- A brief description of the nature of your issue.
- Detailed error messages that you see when the issue occurs.
- Detailed steps to reproduce the issue.
- Related log files, session files, configuration files, and data files.
- Information about your product and system environment, which you can obtain as described in "System information."

System information

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If your problem does not prevent you from logging in, much of this information is available on the About page, which provides information about your installed IBM applications.

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Contact information for IBM technical support

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Note: To enter a support request, you must log in with an IBM account. This account must be linked to your IBM customer number. To learn more about associating your account with your IBM customer number, see **Support Resources > Entitled Software Support** on the Support Portal.

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