Version 11 Release 0.1
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IBM Marketing Operations - GDPR

This edition applies to version 11.0.1 of IBM Marketing Operations 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

Support for Right to Erase Requests

Your customers might requested you to delete their personal data from your records. IBM Marketing Software provides this document to help you purge or delete your customer's personal data from the IBM Marketing Software solutions' System Tables. Using this approach, you - IBM customers leveraging any of the IBM Marketing Software solutions will be able to respond to 'Right to Erasure' requests.

Related to: **Right to Erasure**

Chapter 3. Marketing Operations - GDPR – General Technical Aspect of The Right of Erasure

Marketing Operations out-of-the-box only stores name, email address, locale, and time zone of users. It gets this information from Marketing Platform and so this data must be deleted from Platform records first and then a user synchronization must be run in Marketing Operations.

Chapter 4. Procedure: High Level

To view and extract a user's personal information, the Marketing Platform Administrator should:

1. Log on to Marketing Platform.
2. Go to the user's page and take a screenshot.

To remove personal information, the Marketing Platform Administrator should:

1. Log on to Marketing Platform, go to the user's page, remove personal information, and save.
2. Wait for the next automatic user synchronization in Marketing Operations or log on to Marketing Operations and start a manual user synchronization.

   Note: Refer to the *IBM Marketing Platform - GDPR Guide* > *Procedure* section for the SQL scripts to be used to remove data.

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

When you call IBM technical support, you might be asked to provide information about your environment.

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.

You can access the About page by selecting **Help > About**. If the About page is not accessible, check for a `version.txt` file that is located under the installation directory for your application.

Contact information for IBM technical support

For ways to contact IBM technical support, see the IBM Product Technical Support website: (http://www.ibm.com/support/entry/portal/open_service_request).

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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