

# Unica Plan GDPR



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# 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.

IBM will provide access to a utility that will allow our IBM Marketing Software 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 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.

# 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

IBM Marketing Software provided SQL scripts will, once run on the IBM Marketing Software solutions' System Tables Database, purge the system tables of personal data for customers who have requested for their personal data to be deleted. Using this approach, 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**

### **Note:**

1. The scripts provided by IBM will only be able to purge data from the IBM Marketing Software solutions' 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, such as the creation of marketing objects in IBM Marketing Operations where personal data could be stored.
2. The aforementioned scripts will be made available for all relevant IBM Marketing Software solutions on all actively supported versions ranging from version 9.x to 10.x.

In certain cases, IBM will maintain the right to ask our customers to upgrade to a given point release in order to be able to benefit from and leverage the scripts provided.

3. The scripts can be configured to take into account customer-specific customization of IBM Marketing Software solutions' System Tables.

# Unica Plan - DSGVO - Allgemeiner technischer Aspekt des Löschrechts

Gebrauchsfertige Unica Plan Geschäfte speichern nur den Namen, die E-Mail-Adresse, die Telefonnummern, das Gebietsschema und die Zeitzone der Benutzer. Diese Informationen werden von Unica Platform abgerufen. Daher müssen diese Daten zuerst aus den Platform-Datensätzen gelöscht und anschließend eine Benutzersynchronisierung in Unica Plan ausgeführt werden.


# Prozedur: Hohe Ebene

Um die persönlichen Informationen eines Benutzers anzuzeigen und zu extrahieren, sollte der Unica Platform Administrator:

1. Sich in der Unica Platform anmelden.
2. Die Benutzerseite aufrufen und eine Bildschirmaufnahme machen.

Um persönliche Informationen zu entfernen, sollte der Unica Platform Administrator:

1. Sich in der Unica Platform anmelden, die Benutzerseite aufrufen, die persönlichen Informationen entfernen und speichern.
2. Auf die nächste automatische Benutzersynchronisierung in Unica Plan warten oder sich bei Unica Plan anmelden und eine manuelle Benutzersynchronisierung starten.

 **Anmerkung:** Im Abschnitt *Platform - DSGVO-Handbuch > Verfahren* finden Sie SQL-Scripts zum Entfernen von Daten.