

# Unica Plan V12.1 GDPR



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# Chapter 1. Executive Summary

The HCL Unica 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 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.

The HCL Unica 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 HCL Unica offerings: Unica Platform, Unica Campaign, Unica Interact, Opportunity Detect, Unica Plan, and to a lesser extent Unica Optimize solutions.

# Chapter 2. HCL Marketing Software Support in the GDPR Context

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

- Unica Platform
- Unica Campaign and Unica Optimize
- Unica Plan
- Unica Interact
- Opportunity Detect

## Support for Right to Erase Requests

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

Related to: **Right to Erasure**

# Chapter 3. Unica Plan - GDPR – General Technical Aspect of The Right of Erasure

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

# Chapter 4. Procedure: High Level

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

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

To remove personal information, the Unica Platform Administrator should:

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

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