Unica Platform - GDPR V12.1.8

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

Unica provides GDPR support for the following products:

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

Solution Specific Scripts to Support Right to Erase Requests

HCL Unica provided SQL scripts will, once run on the HCL Unica' 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, HCL customers leveraging any of the HCL Unica solutions will be able to respond to 'Right to Erasure' requests.

Related to: **Right to Erasure**

> 📝 **Note:**
>
> 1. The scripts provided by HCL will only be able to purge data from the HCL Unica solutions' 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, such as the creation of marketing objects in Unica Plan where personal data could be stored.
> 2. The aforementioned scripts will be made available for all relevant HCL Unica solutions on all actively supported versions ranging from version 9.x to 10.x. In certain cases, HCL 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 HCL Unica's System Tables.

Procedure

Platform stores the name, title, department, company, address, phone numbers, email address, locale, and time zone of users.

- To view and extract a user's personal information, the Unica Platform Administrator should log on to Unica Platform, go to the user's page and do a screen-shot.
- To remove personal information, through the User Interface, the Platform Administrator should log on to Platform, go to the user's page, remove personal information, and save.
- To remove personal information, through SQL scripts:
  1. Stop the Platform web application, take backup of the DB.
  2. Replace the UserLogin with the value of the user's login in the following queries and run them against the Platform DB schema.

     To delete User Preferences:

     ```
     DELETE FROM usm_personalization
     WHERE user_id IN (SELECT ID FROM usm_user WHERE name='UserLogin')
     ```

     To delete the user's personal information:

     ```
     UPDATE USM_USER
     SET FIRST_NAME='', LAST_NAME='', DEPARTMENT='', ORGANIZATION='',
     ```

     ```
      COUNTRY='', EMAIL='', ADDRESS1='', ADDRESS2='',
     ```

     ```
     PHONE1='', PHONE2='', PHONE3='' WHERE NAME='UserLogin'
     ```

     Note: Manually key in the script; do not copy-paste it.
  3. Restart the Platform web application.