

# **Unica Deliver - GDPR**



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# Chapter 1. General Data Protection Regulation (GDPR) support

The GDPR has been adopted by the European Union ("EU"). It establishes a stronger data protection regulatory framework for processing of personal data of individuals, impacts HCL and HCL's client contracts, policies and procedures when handling personal data.

GDPR brings:

- New and enhanced rights for EU data subjects
- Widened definition of personal data
- New obligations for processors
- Potential significant financial penalties for non-compliance
- Data breach notifications

## **Customer data in Deliver**

In Unica Deliver, customer data is stored in the following system database tables. The Deliver system tables are part of the Unica Campaign schema.

- UA\_ActionCustomer
- UCC\_Contact
- UCC\_ContactAttr
- UA\_ContactHistory
- UA\_DtlContactHist
- UCC\_Envelope
- UCC\_EnvelopeAttr
- UCC\_EnvelopeCell
- UA\_OfferHistory
- UA\_OfferHistAttrib
- UCC\_Response
- UCC\_ResponseAttr
- UA\_ResponseHistory
- UA\_SegMembership

- UCC\_SMSReplyMessage
- UA\_Treatment

## Removing customer data from Deliver

Deliver provides a utility which generates queries that you can run on your database to delete required customer records. This can be used on versions 12.1.0.4 and higher.



**Important:** HCL maintains the right to ask our customers to upgrade to a certain release in order to use the utility and the queries that are generated by the utility.

To delete customer information from the Deliver system tables, complete the following steps.

1. Run the utility to generate the queries.
2. Use the queries to delete the required customer records from the database.
3. In Campaign, run all the flowcharts that contain the Deliver process box. The data in the Output List tables is refreshed.

For more information, see [Deleting customer data \(on page 4\)](#) topic.



### Note:

Consider the following points before you use the Deliver utility to generate queries.

- You must delete the customer data from the Campaign user database before you run the utility.
- The utility only provides delete statements. You must ensure that the statements are run on the Deliver tables for all the partitions that are configured.
- The delete statements do not contain commit statements. You must configure the auto commit settings as required or do a manual commit.
- The Campaign application must be shut down when the delete statements are run on the Campaign system database.



- The utility generates delete statements only for the Deliver system tables. You must delete customer records from any other tables that you might have created. You must also delete customer information from mailing templates, email documents, and other features within the application.

## Notice

Clients are responsible for ensuring their own compliance with various laws and regulations, including the European Union General Data Protection Regulation. Clients are solely responsible for obtaining advice of competent legal counsel as to the identification and interpretation of any relevant laws and regulations that may affect the clients' business and any actions the clients may need to take to comply with such laws and regulations.

The products, services, and other capabilities described herein are not suitable for all client situations and may have restricted availability. HCL does not provide legal, accounting or auditing advice or represent or warrant that its services or products will ensure that clients are in compliance with any law or regulation.

# Chapter 2. Deleting customer data

Before you can use the Deliver utility to generate queries, you must set up the `gdpr.properties` file and create an input `.csv` file that contains information for the customers that are to be deleted from the Deliver database.

Deliver GDPR utility supports JDK version 1.8 or higher. GDPR `<UTILITY_HOME>` is `<CAMAPIGN_HOME>/tools/GDPR`

Complete the following steps before you run the Deliver utility to generate queries.

- You must delete the customer data from the Campaign user database before you run the utility.
- It is recommended that you take a backup of the database before you run the queries that are generated by the utility.

Any errors that occur during the running of the utility are logged in the `gdpr.log` file that is located in the `<UTILITY_HOME>/logs` folder.

Use the `log4j2.xml` file that is located in the `<UTILITY_HOME>` folder to make changes to the logging for the utility.

To delete customer information from the Deliver system tables, complete the following steps.

1. For Unix, ensure that the file permissions are set to 777. For Windows, ensure that you have permissions to run the utility as an administrator.
2. Create the input `.csv` that contains the customer records that are to be deleted. Enter each record on a new line.

Use the sample `.csv` files that are provided for your reference. They are located in the `<UTILITY_HOME>/sample` folder.

- If the audience contains a single database field, use the sample `Customer.csv` file. For example, if you have a Customer audience with field `CustomerID` field in the database, create a `.csv` file similar to `Customer.csv` that contains the

Customer IDs of all the customers who have asked for their information to be deleted.

- For a composite audience that contains multiple database fields, use the sample `CompositeAudience.csv` file. For example, if you have a composite audience with fields `Field1PK`, `Field2PK`, and `Field3PK` in the database, create a `.csv` file similar to `CompositeAudience.csv` that contains the field values of all the customers who have who have asked for their information to be deleted.
3. Configure the various properties as required in the `gdpr.properties` located in the `<UTILITY_HOME>` folder. The `gdpr.properties` file contains the detailed description for all the properties.

For example: set `IsUnicaDeliverIntegrated=true`, set `DBType`, `GDPR_HOME`, `Db.Schema.Name`, etc.

4. Set `GDPR_HOME` and `Java_HOME` in `gdpr_purge.bat` or `gdpr_purge.sh` and in `log4j2.xml` located at `<UTILITY_HOME>` located at `<UTILITY_HOME>`
5. Go to the `<UTILITY_HOME>` folder.
  - For Unix, run `gdpr_purge.sh`.
  - For Windows, run `gdpr_purge.bat` as an administrator.

The SQL queries are generated and saved in the location that is mentioned in the `gdpr.properties` file. Multiple SQL files may be generated depending on the output file size that is specified in the `gdpr.properties` file.

6. Run the queries on the database. The Deliver system tables are part of the Unica Campaign schema.
  - The Campaign application must be shut down when the delete statements are run on the Campaign system database.
  - You must run the queries for composite audience IDs before you run the queries for single audience IDs that might be part of the composite audience.
  - You must run all the SQL files that are generated by the utility.
  - If there are multiple partitions, the SQL queries must be run on every database schema for every partition.
7. Verify that the required data is deleted and commit the results.