Unica Interact - GDPR V12.1

Contents

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.

HCL Unica Support in the GDPR Context

HCL Unica provides GDPR support for the following Unica products:

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

Solution Specific Scripts to Support Right to Erase Requests

The HCL Unica - namely Unica Campaign and Unica Optimize, Unica Interact and Unica Opportunity Detect provide a utility that generates SQL scripts that will, once run on the HCL Unica solutions' System Tables Database, purge the system tables of personal data for your customers who have requested for their personal data to be deleted. Using this approach, you - HCL customers - leveraging CampaignInteractOpportunity Detect in this case will be able to respond to 'Right to Erasure' requests.

Related to: **Right to Erasure**

📝 **Note:**

1. The utility provided by HCL that generates the scripts will only be able to purge data from the their 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 where personal data could be stored.
2. The utility can be configured to generate SQL scripts to take into account customer-specific customization of HCL Unica, in this case, CampaignInteractOpportunity Detect System Tables.

Interact - GDPR – General Technical Aspect of The Right of Erasure

As part of the General Data Protection Regulation (GDPR) Interact provides a utility which allows Interact users to generate 'delete' statements for the customer's record that need to be erased from the Interact system. These delete statements are specific to the system tables only. The utility takes customer records to be erased as inputs in the form of csv files and generates the delete statements as the output. Listed below are the Interact system tables where customer information can reside, for which delete statements are generated:

Design Time: UACI_XSessResponse

Run Time:

- UACI_CHOfferAttrib
- UACI_CHStaging
- UACI_RHStaging
- UACI_EventPatternState
- UACI_UserEventActivity

Production DB:

- UACI_ScoreOverride
- UACI_BlackList

If Interact List Process box is used in the flowchart, then the UACI_ScoreOverride and UACI_BlackList tablenames must be replaced with the user-defined tablenames mentioned in the process box and the same table names must be specified in the gdpr.properties file.

📝 **Note:**

1. Interact downtime is recommended while executing SQL scripts that are created by the Interact GDPR utility as these scripts contain delete statements.

2. The Interact GDPR utility will not delete the Profile data to be erased from the User database. This needs to be done manually and is the sole responsibility of the Interact user.

3. The Interact GDPR utility will only provide 'delete' statements. The Interact user should get the statements reviewed by their respective DBA prior to execution.

4. The Interact GDPR utility 'delete' statements do not contain commit statements. The user must either auto-commit as required or commit manually.

5. Creating indexes on all the additional history tables is recommended. This will make the delete operation faster.

6. The Interact GDPR utility only deletes customer records to be erased from the tables mentioned above. The customer records from Interact temporary tables, output flat files, log files and custom output tables generated from Interact must be deleted by the Interact user.

7. Let us assume in examples cited in this guide that all files and executable related to GDPR are available at the <GDPR_HOME> location.

8. If the Database loader utility is configured in Interact, then the customer data will not be deleted from staging files by the GDPR utility.

9. If the data from Interact staging tables is loaded into Campaign tables through the ETL process then the Campaign GDPR utility needs to be used to remove the records, instead of the Interact GDPR utility.

10. If you have generated certain SQL scripts on the Windows systems using the Interact GDPR utility and then wish to execute them in the Unix environment, ensure that you either remove the new-line characters manually or by using the dos2unix command prior to execution.

Procedure: High Level

The high level procedure to execute the Interact GDPR utility is listed underneath:

1. The gdpr.properties file contains a sample configuration for composite and numeric Audience IDs. The Interact users must modify it as per their Audience ID type. The instructions are mentioned in the gdpr.properties file.

2. Update the global settings section in the gdpr.properties file with the DB type.

3. Sample CSV files for composite and numeric types of audiences are provided in the sample folder. The Interact user must update them with CustomerIDs to be deleted from the tables, with each ID on a new line.
   - String values having special characters like space, comma, and so on in customer data, should be enclosed in double quotes (") only in the input csv files.
   - Numeric values having special characters like comma in the input csv file will not work.
   - CustomerID should be the column name of the input csv file. In case of composite Audience level, audience id should be comma separated and the name of the audience level is case sensitive.

4. Run gdpr_purge.bat / sh

5. Review the SQL Output generated by GDPR tool.

6. Take a backup of Unica Interact System tables.

7. Execute the SQL Output on Interact's system tables.

8. Verify that the desired customer information is deleted.

Procedure: Detailed

The GDPR utility is available to you when you install Interact. It is located at
<Interact_Home>/tools, where Interact_Home is the Interact installation path.

1. **Setting Up the gdpr.properties before Running the gdpr_purge Utility:**
   The user is required to fill all the information listed underneath for every Audience in
   their Unica Interact application:**Common configuration must be updated:**

```
############### global settings #######################
# The type of the run time system database. It must be one of the
 following: DB2, Oracle,
# MSSQL, MariaDB, INFORMIX
Interact.RunTime.Db.Type=DB2
# The schema of the run time system tables, as configured under
# Affinium|interact|general|systemTablesDataSource:schema
# It should be left blank unless the generated SQL script will be
 executed under a different
# schema
Interact.RunTime.Db.Schema=
# The type of the production profile database. It must be one of the
 following: DB2, Oracle,
# MSSQL, MariaDB, INFORMIX
Interact.Profile.Db.Type=DB2
# The schema of the production profile tables, as configured under
# Affinium|interact|general|prodUserDataSource:schema
# It should be left blank unless the generated SQL script will be
 executed under a different
# schema
Interact.Profile.Db.Schema=
# The type of the contact and response history database. It must be one
 of the following: DB2,
```

```
# Oracle, MSSQL, MariaDB, INFORMIX
Interact.CHRH.Db.Type=DB2
# The schema of the contact and response history tables, as configured
 under
# Affinium|interact|general|contactAndResponseHistoryDataSource:schema
# It should be left blank unless the generated SQL script will be
 executed under a
# different schema
Interact.CHRH.Db.Schema=
# Query separator character to be used for separating the queries.
QuerySeparator=;
# Nationalized string prefix to be used while generating the DB
 queries.
# If your audience name or value specified in csv file has non-English
 characters
# then N prefix should be used for MSSQL.
NLS.String.Prefix=N
```

For the Default Audience Level - Customer: The configurations underneath are for the Audience numeric type, the user can change it for String data type. Follow description given for each configuration and update them as per your requirement:

```
# Name of the audience.
# This is case sensitive.
Interact.Audience.Name=Customer


# Staging contact history table mapped in interact for the audience
 level Customer.
# This table exists in the run time system data source
# Name of this property should have the audience name.
# Format used here is Interact.<Audience>.CHStagingTable
Interact.Customer.CHStagingTable=UACI_CHStaging
```

```
# Staging response history table mapped in interact for the audience
 level Customer
# This table exists in the run time system data source
# Name of this property should have the audience name.
# Format used here is Interact.<Audience>.RHStagingTable
Interact.Customer.RHStagingTable=UACI_RHStaging


# Staging table for contact history attributes, mapped in interact for
 the audience
# level Customer
# This table exists in the run time system data source
# Name of this property should have the audience name.
# Format used here is Interact.<Audience>.CHAttributeTable
Interact.Customer.CHAttributeTable=UACI_CHOfferAttrib


# Event pattern state table mapped in interact for the audience level
 Customer
# This table exists in the run time system data source
# Name of this property should have the audience name.
# Format used here is Interact.<Audience>.EventPatternStateTable
Interact.Customer.EventPatternStateTable=UACI_EventPatternState


# User event activity table mapped in interact for the audience level
 Customer
# This table exists in the run time system data source
# Name of this property should have the audience name.
# Format used here is Interact.<Audience>.UserEventActivityTable
Interact.Customer.UserEventActivityTable=UACI_UserEventActivity


# Cross session response table mapped in interact for the audience
 level Customer
# This table exists in the contact and response history data source
```

```
# Name of this property should have the audience name.
# Format used here is Interact.<Audience>.XSessResponseTable
Interact.Customer.XSessResponseTable=UACI_XSessResponse


# Score override table mapped in interact for the audience level
 Customer
# This table exists in the profile data source
# Name of this property should have the audience name.
# Format used here is Interact.<Audience>.ScoreOverrideTable
Interact.Customer.ScoreOverrideTable=UACI_ScoreOverride


# Black list table mapped in interact for the audience level Customer
# This table exists in the profile data source
# Name of this property should have the audience name.
# Format used here is Interact.<Audience>.BlackListTable
Interact.Customer.BlackListTable=UACI_BlackList


# Fields mapped in interact table mapping for the audience level
 Customer.
# Name of this property should have the audience name.
# Format used here is Interact.<Audience>.Field
# If composite key is present define multiple fields.
Interact.Customer.Field=CustomerId


# Data type for the fields mapped in interact table mapping for the
 audience level Customer.
# Name of this property should have the audience name and field name.
# Format used here is Interact.<Audience>.<FieldName>.Datatype
# If composite key is present define multiple field data types.
# Valid values for these properties are number/string.
Interact.Customer.CustomerId.Datatype=number
```

```
# Absolute path to the input CSV file which has values for different
 columns defined for
# audience level Customer.
# Name of this property should have the audience name.
# Format used here is Interact.<Audience>.csv
# For the path separator in Windows, users should use either "\\" or
 "/", instead of "\"
Interact.Customer.csv=<GDPR_Home>/sample/Customer.csv


# Absolute path to the output SQL file which will be generated by GDPR
 tool for
# audience level Customer.
# Name of this property should have the audience name.
# Format used here is Interact.<Audience>.output
# For the path separator in Windows, users should use either "\\" or
 "/", instead of "\"
Interact.Customer.output=<GDPR_Home>/tools/GDPR/sample/Customer


# Maximum size of the output file in megabytes. If value of this
 property is nonzero
# then output files will be split if file size is going beyond the
 below given limit.
# Output file could be bit larger than the size specified by below
 property.
# Name of this property should have the audience name.
# Format used here is Interact.<Audience>.Output.FileSizeLimit
# Only positive values are supported.
Interact.Customer.Output.FileSizeLimit=10
```

For Audience Level with Multiple Fields:

📝 **Note:** For audience level with multiple fields – for example – composite Audience
level, the Interact user must replace the values with the names they use for Audience

levels along with field name and data type in their Interact application and must replace the CompositeAudience string from each configuration with the new Audience name.

```
############### settings for audience level CompositeAudience
 ######################

# Name of the audience.
# This is case sensitive.
Interact.Audience.Name=CompositeAudience

# Staging contact history table mapped in interact for the audience
 level CompositeAudience.
# This table exists in the run time system data source
# Name of this property should have the audience name.
# Format used here is Interact.<Audience>.CHStagingTable
Interact.CompositeAudience.CHStagingTable=UACI_CHStaging_CompositeAudience

# Staging response history table mapped in interact for the audience
 level CompositeAudience
# This table exists in the run time system data source
# Name of this property should have the audience name.
# Format used here is Interact.<Audience>.RHStagingTable
Interact.CompositeAudience.RHStagingTable=UACI_RHStaging_CompositeAudience

# Staging table for contact history attributes, mapped in interact for
 the audience level
# CompositeAudience
# This table exists in the run time system data source
# Name of this property should have the audience name.
# Format used here is Interact.<Audience>.CHAttributeTable
Interact.CompositeAudience.CHAttributeTable=UACI_CHOfferAttrib_CompositeAudience
```

```
# Event pattern state table mapped in interact for the audience level
 CompositeAudience
# This table exists in the run time system data source
# Name of this property should have the audience name.
# Format used here is Interact.<Audience>.EventPatternStateTable
Interact.CompositeAudience.EventPatternStateTable=UACI_EventPatternState_CompositeAud


# User event activity table mapped in interact for the audience level
 CompositeAudience
# This table exists in the run time system data source
# Name of this property should have the audience name.
# Format used here is Interact.<Audience>.UserEventActivityTable
Interact.CompositeAudience.UserEventActivityTable=UACI_UserEventActivity_CompositeAud


# Cross session response table mapped in interact for the audience
 level CompositeAudience
# This table exists in the contact and response history data source
# Name of this property should have the audience name.
# Format used here is Interact.<Audience>.XSessResponseTable
Interact.CompositeAudience.XSessResponseTable=
#Interact.CompositeAudience.XSessResponseTable=UACI_XSessResponse_CompositeAudience


# Score override table mapped in interact for the audience level
 CompositeAudience
# This table exists in the profile data source
# Name of this property should have the audience name.
# Format used here is Interact.<Audience>.ScoreOverrideTable
Interact.CompositeAudience.ScoreOverrideTable=UACI_ScoreOverride_CompositeAudience


# Black list table mapped in interact for the audience level
 CompositeAudience
# This table exists in the profile data source
```

```
# Name of this property should have the audience name.

# Format used here is Interact.<Audience>.BlackListTable

Interact.CompositeAudience.BlackListTable=UACI_BlackList_CompositeAudience


# Fields mapped in interact table mapping for the audience level
 CompositeAudience

# Name of this property should have the audience name.

# Format used here is Interact.<Audience>.Field

# If composite key is present define multiple fields.

Interact.CompositeAudience.Field=Field1PK

Interact.CompositeAudience.Field=Field2PK

Interact.CompositeAudience.Field=Field3PK


# Data type for the fields mapped in interact table mapping for the
 audience

# level CompositeAudience

# Name of this property should have the audience name and field name.

# Format used here is Interact.<Audience>.<FieldName>.Datatype

# If composite key is present define multiple field data types.

# Valid values for these properties are number/string.

Interact.CompositeAudience.Field1PK.Datatype=number

Interact.CompositeAudience.Field2PK.Datatype=string

Interact.CompositeAudience.Field3PK.Datatype=string


# Absolute path to the input CSV file which has values for different
 columns defined for

# audience level CompositeAudience

# Name of this property should have the audience name.

# Format used here is Interact.<Audience>.csv

# For the path separator in Windows, users should use either "\\" or
 "/", instead of "\"

Interact.CompositeAudience.csv=<GDPR_Home>/sample/CompositeAudience.csv
```

```
# Absolute path to the output SQL file which will be generated by GDPR
 tool for
# audience level CompositeAudience
# Name of this property should have the audience name.
# Format used here is Interact.<Audience>.output
# For the path separator in Windows, users should use either "\\" or
 "/", instead of "\"
Interact.CompositeAudience.output=<GDPR_Home>/sample/CompositeAudience

# Maximum size of the output file in megabytes. If value of this
 property is nonzero
# then output files will be split if file size is going beyond the
 below given limit.
# Output file could be bit larger than the size specified by below
 property.
# Name of this property should have the audience name.
# Format used here is Interact.<Audience>.Output.FileSizeLimit
# Only positive values are supported.
Interact.CompositeAudience.Output.FileSizeLimit=10
```

2. **Update csv with CustomerID to Remove from System Tables**:
   a. Under <GDPR_Home>/sample two sample csv files are provided for Audience with single field (Customer.csv) and multiple fields (CompositeAudience.csv).
   b. The Interact User must update the first row of the csv files with the Audience Field name, separated by a comma.
   c. Add CustomerIDs on each new line. String data type CustomerID's must be enclosed in double quotes.

3. **Running the gdpr_purge Utility**:
   a. Launch the command prompt and navigate to <GDPR_Home>.
   b. Run the gdpr_purge.bat / sh
   c. Errors are written to gdpr.log file available at <GDPR_Home>/logs.

4. **Reviewing and Executing SQL**:

   The Interact user and the Interact DBA must review and manually execute the statements generated by Interact GDPR utility on the database where Unica Interact system tables reside.

   If a customer to be erased has a large number of records to be deleted, then the Interact GDPR utility might generate multiple files. The number depends on the output file size specified in the properties file Interact.CompositeAudience.Output.FileSizeLimit for delete statements. The Interact user/Interact DBA must execute all these files on respective databases.

Note

Customer data sometimes gets re-populated despite running the GDPR utility on the UACI_XSessResponse table in Campaign and the UACI_RHStaging, UACI_CHStaging tables in Interact. This data is the responses from the Inbound channels that arrive at the aforementioned Campaign and Interact tables. In such cases, the user is expected to run the GDPR utility again for the audience IDs for which the tables have been now re-populated. So, it is advised that the user block the customers for the inbound channel for which the GDPR utility has been already run so that their data does not get re-populated.