

Unica Platform – DSGVO



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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.

Verfahren

Platform speichert den Namen, Titel, Abteilung, Firma, Adresse, Telefonnummern, E-Mail-Adresse, Ort und Zeitzone der Benutzer.

- Um die persönlichen Daten eines Benutzers anzuzeigen und zu extrahieren, sollte sich der Administrator der Unica Platform bei der Unica Platform anmelden, die Seite des Benutzers aufrufen und einen Screenshot machen.
- Um persönliche Informationen zu entfernen, sollte sich der Administrator der Platform über die Benutzeroberfläche bei der Platform anmelden, zur Seite des Benutzers gehen, persönliche Informationen entfernen und speichern.
- Um persönliche Informationen zu entfernen, durch SQL-Skripts:
 1. Stoppen Sie die Platform-Webanwendung, machen Sie ein Backup der DB.
 2. Ersetzen Sie in den folgenden Abfragen die Benutzeranmeldung durch den Wert der Anmeldung des Benutzers und führen Sie diese gegen das Platform-DB-Schema aus.

Um die Benutzereinstellungen zu löschen:

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

Um die persönlichen Daten des Benutzers zu löschen:

```
UPDATE USM_USER
SET FIRST_NAME='', LAST_NAME='', DEPARTMENT='', ORGANIZATION='',
COUNTRY='', EMAIL='', ADDRESS1='', ADDRESS2='',
PHONE1='', PHONE2='', PHONE3='' WHERE NAME='UserLogin'
```

Anmerkung: Geben Sie das Skript manuell ein; kopieren Sie es nicht durch Kopieren und Einfügen.

3. Starten Sie die Platform-Webanwendung erneut.