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IBM Interact - GDPR

This edition applies to version 11.0 of IBM Interact and to all subsequent releases and modifications until otherwise indicated in new editions.

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Chapter 1. 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.

The IBM Marketing Software 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 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.

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Chapter 2. 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

The IBM Marketing Software - namely IBM Campaign and IBM Contact Optimization, IBM Interact and IBM Opportunity Detect provide a utility that generates SQL scripts that will, once run on the IBM Marketing Software 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 - IBM customers - leveraging Interact in this case will be able to respond to 'Right to Erasure' requests.

Related to: **Right to Erasure**

Note:

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

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Chapter 3. 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.

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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.

Chapter 4. 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 Interact System tables.
7. Execute the SQL Output on Interact's system tables.
8. Verify that the desired customer information is deleted.

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Chapter 5. 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 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
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
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
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
```

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```
# 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_CompositeAudience

# 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_CompositeAudience

# 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 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.

Before you contact IBM technical support

If you encounter a problem that you cannot resolve by consulting the documentation, your company's designated support contact can log a call with IBM® technical support. Use these guidelines to ensure that your problem is resolved efficiently and successfully.

If you are not a designated support contact at your company, contact your IBM administrator for information.

Note: Technical Support does not write or create API scripts. For assistance in implementing our API offerings, contact IBM Professional Services.

Information to gather

Before you contact IBM technical support, gather the following information:

- A brief description of the nature of your issue.
- Detailed error messages that you see when the issue occurs.
- Detailed steps to reproduce the issue.
- Related log files, session files, configuration files, and data files.
- Information about your product and system environment, which you can obtain as described in "System information."

System information

When you call IBM technical support, you might be asked to provide information about your environment.

If your problem does not prevent you from logging in, much of this information is available on the About page, which provides information about your installed IBM applications.

You can access the About page by selecting **Help > About**. If the About page is not accessible, check for a `version.txt` file that is located under the installation directory for your application.

Contact information for IBM technical support

For ways to contact IBM technical support, see the IBM Product Technical Support website: (http://www.ibm.com/support/entry/portal/open_service_request).

Note: To enter a support request, you must log in with an IBM account. This account must be linked to your IBM customer number. To learn more about associating your account with your IBM customer number, see **Support Resources > Entitled Software Support** on the Support Portal.

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