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IBM Campaign - GDPR

IBM

Contents

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.

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.

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 Campaign 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, Campaign System Tables.

Chapter 3. Campaign - GDPR – General Technical Aspect of The Right of Erasure

Campaign provides the gdpr_purge.bat/sh utility. Campaign users may use this utility to generate delete statements for customers' records that are required to be erased from the Campaign system. These delete statements are generated for the Campaign system tables. Customer records that are required to be erased are provided in an input file and the output is the generated delete statements. We have listed the Campaign system tables in which customer data may reside (for which delete statements are generated) in the following two sections.

Contact/Response History Tables

- UA_ContactHistory
- UA_ResponseHistory
- UA_DtlContactHist
- UA_SegMembership
- UA_ActionCustomer
- UA_OfferHistAttrib
- UA_Treatment
- UA_OfferHistory

WCA Tables

- UA_EmailClick
- UA_EmailOpen
- UA_EmailSend
- UA_EmailBounce
- UA_EmailOptOut
- UA_InteractedSMS
- UA_Mob_Push_Send
- UA_SentSMS
- UA_SimpNot_AppOpened
- UA_SimpNot_URLClicked
- UA_Gen_Event_Record

Customer information can also reside in the additional audience history tables used in the Campaign system. The Campaign user may hence configure the GDPR property file for additional Audience level to delete records from the additional history tables.

Note:

1. **Deleting Customer information from Strategic segments**: Customer information also can reside in Strategic segments (.bin files) located at <CAMPAIGN_HOME>/partition/partition1/segments. To delete customer information from these bin files, the user is required to follow the steps below:

   a. Refresh / Remove Campaign user database to delete customer records (that is required to be erased from the Campaign system).

b. Execute all the flowcharts from which the strategic segments are created.

2. **Deleting customer information from the output files / tables generated by Snapshot and Maillist/Calllist process box**: The user is required to delete customer information from the user database and re-run all the flowcharts in which the Snapshot and the Maillist/Callist process boxes are used.

   For existing/old output files: The customer must review and delete user records (that are required to be erased in the Campaign system) from the output files.

3. **Deleting customer information from temporary tables (UACS and UAC_EX) generated by Create_seg, Extract and Segment process box**: The user is required to delete customer information from the user database and re-run all the flowcharts in which Create_seg, Extract and Segment process box is used.

   Note: Segment process box: This is applicable only to the Segment process box in which the 'Create Extract tables' configuration check-box is selected.

4. IBM Campaign application down time is mandatory when these delete statements are executed on the Campaign system database.

5. Campaign users must ensure that they delete the user records that are to be erased from the Campaign system, from Campaign user database. The IBM Campaign GDPR utility does not delete user records.

6. The Campaign GDPR utility provides the delete statements only. The Campaign user should share these delete statements with the DBA, get them reviewed, and then execute on Campaign system tables for all the partitions configured.

7. The Campaign GDPR utility generated delete statements do not contain commit statements. User can set the auto commit settings as required, or do a manual commit.

8. It is recommended to have indexes created on all the Additional history tables. This speeds up the delete operation.

9. The Campaign GDPR utility does not take care of deleting customer records (that are required to be forgotten in Campaign system) apart from the tables mentioned above. The Campaign user should take care of deleting these records on their own. This might include deleting records from Campaign temporary tables, output flat files, custom output tables generated from Campaign, and so on.

10. No Data from reference tables such as UA_OfferHistAttrib , UA_TREATMENT and UA_OfferHistory is deleted if it has reference data in the UA_CONTACTHISTORY table. For example, if one offer / multiple offers are given to multiple customers (say CustomerID = 1,2,3,4,5) and the user wishes to delete only CustomerID =1 then no data from reference tables will be deleted because CustomerID = 2,3,4,5 will still refer to data in those reference tables.

11. All files and executable related to GDPR are available at the<CAMPAIGN_HOME>/tools/GDPR path

12. This gdpr_purge utility does not generate any delete statements for tables related to eMessage.

13. **GDPR for IBM Contact Optimization**: The Files/ Data that we use in Contact Optimization are taken from Campaign. Hence, when we run the GDPR utility in Campaign, that very data is also used by Contact Optimization. So, we do not need a separate GDPR process for IBM Contact Optimization.

   Note: However, once the GDPR utility is run in Campaign, we need to re-run Contact Optimization sessions so that the respective records are updated.

GDPR for IBM Contact Optimization

The files / data that we use in Contact Optimization are taken from Campaign. Hence, when we run the GDPR utility in Campaign, that very data is used by Contact Optimization too. So, we do not need a separate GDPR process for IBM Contact Optimization.

Note: However, once the GDPR utility is run in Campaign, we need to re-run Contact Optimization sessions so that the respective records are updated.

Chapter 4. Procedure: High Level

This section describes the high level procedure to execute the Campaign GDPR utility.

The input csv file containing customer records that are required to be deleted must be created.

Guidelines for creating input csv file:
- String values containing special characters like space, comma, and so on, in customer data should be enclosed in double quotes (")to the input Customer.csv file.
- AudienceID should be the column name of the input Customer.csv file. In case of composite Audience level, the audience id should be comma separated.
- The input CSV file that contains customer information to be deleted from the Campaign system tables can be generated through Campaign using the select and snapshot process box , output only the AudienceID field into the CSV file.

Configure gdpr.properties: Specify Audience information, Audience Level history tables information, input records file (that is required to be erased from the Campaign system), and so on. In case, no additional audience level is used in Campaign, please mark as a comment the section that mentions the properties for additional audience level. Else, copy and paste the section on Additional audience level for all additional audience levels used in the Campaign system. Then, modify the section according to each audience level.
1. Run gdpr_purge.bat / sh
2. Review the SQL Output generated by the GDPR tool.
3. Take a backup of the Campaign System tables.
4. Execute SQL Output by DBA on Campaign system tables for all the partitions configured.
5. Verify that the desired customer information is deleted.

Chapter 5. Procedure: Detailed

All files and executables related to GDPR are available at the
<CAMPAIGN_HOME>/tools/GDPR 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 Campaign application:
   For the Default Audience Level - Customer:

```
# Name of the audience.
# This is case sensitive.

Campaign.Audience.Name=Customer

# Database type for Campaign System tables.
# Name of this property should have the audience name.
# Format used here is Campaign.<Audience>.DBType
# If there is space in audience name then escape space with single backslash
# For example Campaign.Composite\ Audience.DBType=MSSQL
# This property can have be set to one value from MSSQL, DB2, ORACLE.
# This is case sensitive.

Campaign.Customer.DBType=

# The Contact history table mapped in Campaign for the audience level - Customer.
# This property name should contain the audience name.
# The format used here is Campaign.<Audience>.ContactHistoryTable
# If there is space in audience name then escape space with single backslash
# For example Campaign.Composite\ Audience.ContactHistoryTable=UA_ContactHistory

Campaign.Customer.ContactHistoryTable=UA_ContactHistory

# The Response history table mapped in Campaign for the audience level - Customer.
# This property name should contain  the audience name.
# The format used here is Campaign.<Audience>.ResponseHistoryTable
# If there is space in audience name then escape space with single backslash
# For example Campaign.Composite\ Audience.ResponseHistoryTable=UA_ResponseHistory

Campaign.Customer.ResponseHistoryTable=UA_ResponseHistory

# The Detail contact history table mapped in campaign for the audience level - Customer.
# This property name should contain the audience name.
# The format used here is Campaign.<Audience>.DetailContactHistoryTable
# If there is space in audience name then escape space with single backslash
# For example Campaign.Composite\ Audience.DetailContactHistoryTable=UA_DtlContactHist

Campaign.Customer.DetailContactHistoryTable=UA_DtlContactHist

# The Segment membership table mapped in campaign for the audience level - Customer.
# This property name should contain  the audience name.
# The format used here is Campaign.<Audience>.SegmentMembershipTable
# If there is space in audience name then escape space with single backslash
# For example Campaign.Composite\ Audience.SegmentMembershipTable=UA_SegMembership

Campaign.Customer.SegmentMembershipTable=UA_SegMembership

# The Action table used in campaign for the audience level - Customer.
# This property name should contain the audience name.
# The format used here is Campaign.<Audience>.ActionTable
# This can be blank, if not used.
# If there is space in audience name then escape space with single backslash
# For example Campaign.Composite\ Audience.ActionTable=UA_ActionCustomer
```

```
Campaign.Customer.ActionTable=UA_ActionCustomer

# The Schema name used in campaign for campaign system tables.
# This property name should contain the audience name.
# The format used here is Campaign.<Audience>.Db.Schema.Name
# This can be blank if DB schema is not used.
# If there is space in audience name then escape space with single backslash
# For example Campaign.Composite\ Audience.Db.Schema.Name=dbo

Campaign.Customer.Db.Schema.Name=

# The Audience ID field for the audience level - Customer.
# This property name should contain the audience name.
# The format used here is Campaign.<Audience>.Field
# If the composite key is present, then define multiple fields.
# If there is space in audience name then escape space with single backslash
# For example Campaign.Composite\ Audience.Field=CustomerID

Campaign.Customer.Field=CustomerID

# The Data type for the Audience fields for the audience level - Customer.
# This property name should contain the audience name and the field name.
# The format used here is Campaign.<Audience>.<FieldName>.Datatype
# For composite Audience level, define multiple field data types
# Valid values for these properties are number/string.
# If there is space in audience name then escape space with single backslash
# For example Campaign.Composite\ Audience.CustomerID.Datatype=number

Campaign.Customer.CustomerID.Datatype=number

# The Absolute path to the input CSV file which has values for different columns defined for the
# audience level - Customer.
# This property name should contain the audience name.
# The format used here is Campaign.<Audience>.Csv
# Note: Usage of forward slashes (/) or double-backslashes (\\) is mandatory
# If there is space in audience name then escape space with single backslash
# For example Campaign.Composite\ Audience.Csv=/sample/Customer.csv
# Note: Here <GDPR_HOME> need to be replaced with actual path.
#This is the input csv which contains the customer records which needs to be erased
# from the Campaign system

Campaign.Customer.Csv=<GDPR_HOME>/sample/Customer.csv

# The Absolute path to the output SQL file which will be generated by GDPR tool for the audience
# level - Customer.
# This property name should contain the audience name.
# The format used here is Campaign.<Audience>.Output
# Note: Usage forward slashes (/) or double-backslashes (\\) is mandatory
# If there is space in audience name then escape space with single backslash
# For example Campaign.Composite\ Audience.Output=/Customer.sql
#Note: Here <GDPR_HOME> need to be replaced with actual path.
#This Customer.sql will contains the delete statements

Campaign.Customer.Output=<GDPR_HOME>/Customer.sql

# The Maximum size of the output file in megabytes. If value of this property is nonzero
# then the output files will be split if the file size is going beyond the limit specified
# below.
# The output file could be a little larger than the size specified underneath in the
property.
# This property name should contain the audience name.
# The format used here is Campaign.<Audience>.Output.FileSizeLimit
# Supports only positive values.
# If there is space in audience name then escape space with single backslash
# For example Campaign.Composite\ Audience.Output.FileSizeLimit=10

Campaign.Customer.Output.FileSizeLimit=10
```

For the Additional Audience Level (For example: Composite):

Note: For Additional audience levels, for example composite Audience level, the user must replace the values with the names they use for additional Audience levels in their campaign application.
Copy-paste the section underneath for every Audience for all the Additional Audience levels defined in the campaign:

```
# Audience name.
# This is case sensitive.

Campaign.Audience.Name=CompositeAudience

# Database type for Campaign System tables.
# Name of this property should have the audience name.
# Format used here is Campaign.<Audience>.DBType
# If there is space in audience name then escape space with single backslash
# For example Campaign.Composite\ Audience.DBType=MSSQL
# This property can be set to one value from MSSQL, DB2, ORACLE.
# This is case sensitive.

Campaign.CompositeAudience.DBType=

# Contact history table mapped in campaign for the audience level - CompositeAudience.
# This property name should contain the audience name.
# The format used here is Campaign.<Audience>.ContactHistoryTable
# If there is space in audience name then escape space with single backslash
# For example
# Campaign.Composite\ Audience.ContactHistoryTable=UA_ContactHistory_CompositeAudience

Campaign.CompositeAudience.ContactHistoryTable=UA_ContactHistory_CompositeAudience

# Response history table mapped in campaign for the audience level - CompositeAudience
# This property name should contain the audience name.
# The format used here is Campaign.<Audience>.ResponseHistoryTable
# If there is space in audience name then escape space with single backslash
# For example
# Campaign.Composite\ Audience.ResponseHistoryTable=UA_ResponseHistory_CompositeAudience

Campaign.CompositeAudience.ResponseHistoryTable=UA_ResponseHistory_CompositeAudience

# Detail contact history table mapped in campaign for the audience level - CompositeAudience
# This property name should contain the audience name.
# The format used here is Campaign.<Audience>.DetailContactHistoryTable
# If there is space in audience name then escape space with single backslash
# For example
# Campaign.Composite\ Audience.DetailContactHistoryTable=UA_DtlContactHist_CompositeAudience
 Campaign.CompositeAudience.DetailContactHistoryTable=UA_DtlContactHist_CompositeAudience

# Segment membership table mapped in campaign for the audience level - CompositeAudience
# This property name should contain the audience name.
# The format used here is Campaign.<Audience>.SegmentMembershipTable
# If there is space in audience name then escape space with single backslash
# For example
# Campaign.Composite\ Audience.SegmentMembershipTable=UA_SegMembership_CompositeAudience

Campaign.CompositeAudience.SegmentMembershipTable=UA_SegMembership_CompositeAudience

# Action table used in campaign for the audience level - CompositeAudience
# This property name should contain the audience name.
# The format used here is Campaign.<Audience>.ActionTable
# This can be blank if not used.
# If there is space in audience name then escape space with single backslash
# For example Campaign.Composite\ Audience.ActionTable=UA_Action_CompositeAudience

Campaign.CompositeAudience.ActionTable=UA_Action_CompositeAudience
```

```
# Schema name used in campaign for campaign system tables.
# This property name should contain the audience name.
# The format used here is Campaign.<Audience>.Db.Schema.Name
# This can be blank if no DB schema is used.
# If there is space in audience name then escape space with single backslash
# For example Campaign.Composite\ Audience.Db.Schema.Name=dbo

Campaign.CompositeAudience.Db.Schema.Name=dbo


# Audience ID field for audience level CompositeAudience
# This property name should contain the audience name.
# The format used here is Campaign.<Audience>.Field
# For composite Audience level , define multiple fields.
# If there is space in audience name then escape space with single backslash
# For example Campaign.Composite\ Audience.Field=Field1PK

Campaign.CompositeAudience.Field=Field1PK
Campaign.CompositeAudience.Field=Field2PK
Campaign.CompositeAudience.Field=Field3PK


# Data type for the Audience fields for the audience level - CompositeAudience.
# This property name should contain the audience name and field name.
# The format used here is Campaign.<Audience>.<FieldName>.Datatype
# For composite Audience level, define multiple field data types
# Valid values for these properties are number/string.
# If there is space in audience name then escape space with single backslash
# For example Campaign.Composite\ Audience.Field1PK.Datatype=number

Campaign.CompositeAudience.Field1PK.Datatype=number
Campaign.CompositeAudience.Field2PK.Datatype=string
Campaign.CompositeAudience.Field3PK.Datatype=string


# Absolute path to the input CSV file which has values for different columns defined for
# audience level CompositeAudience
# This property name should contain the audience name.
# The format used here is Campaign.<Audience>.Csv
# Note: Usage of forward slashes (/) or double-backslashes (\\) is mandatory
# If there is space in audience name then escape space with single backslash
# For example Campaign.Composite\ Audience.Csv=/sample/CompositeAudience.csv
# Note: Here <GDPR_HOME> need to be replaced with actual path.

Campaign.CompositeAudience.Csv=<GDPR_HOME>/sample/CompositeAudience.csv


# Absolute path to the output SQL file which will be generated by GDPR tool for
# the audience level CompositeAudience
# This property name should contain the audience name.
# The format used here is Campaign.<Audience>.Output
# Note: Usage of forward slashes (/) or double-backslashes (\\) is mandatory
# If there is space in audience name then escape space with single backslash
# For example Campaign.Composite\ Audience.Output=/CompositeAudience.sql
# Note: Here <GDPR_HOME> need to be replaced with actual path.

Campaign.CompositeAudience.Output=<GDPR_HOME>/CompositeAudience.sql


# Maximum size of the output file in megabytes. If value of this property is nonzero
# then the output files will be split if file size is going beyond the limit
# mentioned underneath.
# Output file could be bit larger than the size specified by property below.
# This property name should contain the audience name.
# The format used here is Campaign.<Audience>.Output.FileSizeLimit
# Only positive values are supported.
# If there is space in audience name then escape space with single backslash
# For example Campaign.Composite\ Audience.Output.FileSizeLimit=10

Campaign.CompositeAudience.Output.FileSizeLimit=10
```

Note: If no additional Action table is used for the Additional Audience level, then the "Campaign.CompositeAudience.ActionTable" property value can be blank.

Configuring Common Properties

```
# Query separator character to be used for separating the queries that will be
# generated by the GDPR utility
QuerySeparator=;

<NOTE: Remove N for Oracle and DB2 database>
# Nationalized string prefix to be used while generating the DB queries.
# If your audience name or the value specified in the csv file has non-English characters,
# then the N prefix should be used for MSSQL.
NLS.String.Prefix=N

# Flag to define if Watson Campaign Automation integration is used.
# If integration is used, then specify this property as true or else specify false.
IsWatsonCampaignAutomationIntegrated=false
```

Note: The input CSV file that contains customer information to be deleted from the Campaign system tables can be generated through Campaign using the select and snapshot process box; output only the audienceId field into the CSV file.

2. **Running the gdpr_purge Utility**:
   1. Launch the command prompt and navigate to <CAMPAIGN_HOME>/tools/ GDPR .
   2. Run the gdpr_purge.bat / sh
   Note: In case of any errors, please check the gdpr.log file generated at <CAMPAIGN_HOME>\tools\GDPR\logs.
   Logging for gdpr_purge.sh/bat utility:
   In case of errors in the GDPR utility execution user can use the log4j.properties to change the logging of GDPR utility.
   log4j.properties is available in <CAMPAIGN_HOME>\tools\GDPR\.

3. **Reviewing and Executing SQL**:
   The Output sql file containing delete statements gets generated at the following locations:
   Campaign.Customer.Output=<CAMPAIGN_HOME>\tools\GDPR\ Customer.sql
   Campaign.CompositeAudience.Output=<CAMPAIGN_HOME>\tools\GDPR/ CompositeAudience.sql
   All the sql files created for all the audiences configured in Campaign system must be executed.
   The GDPR utility might generate multiple files of delete statements of customer records to be erased, depending on output file size specified in the properties file: Campaign.CompositeAudience.Output.FileSizeLimit
   The Campaign user / Campaign DBA must execute all these files.
   If there are multiple partitions, the SQls must be executed on every database schema for every partition defined in Campaign.

Known Issue

When you execute the script generated via the GDPR utility on DB2, you might come across the following error that you can ignore:
```
Warning/ERROR .
TRUNCATE TABLE camp912x.Temp_8652429716865416192
DB21034E The command was processed as an SQL statement because it was not a
valid Command Line Processor command. During SQL processing it returned:
```

```
SQL0104N An unexpected token "END-OF-STATEMENT" was found
following"_8652429716865416192". Expected tokens may include: "IMMEDIATE".
SQLSTATE=42601
```

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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