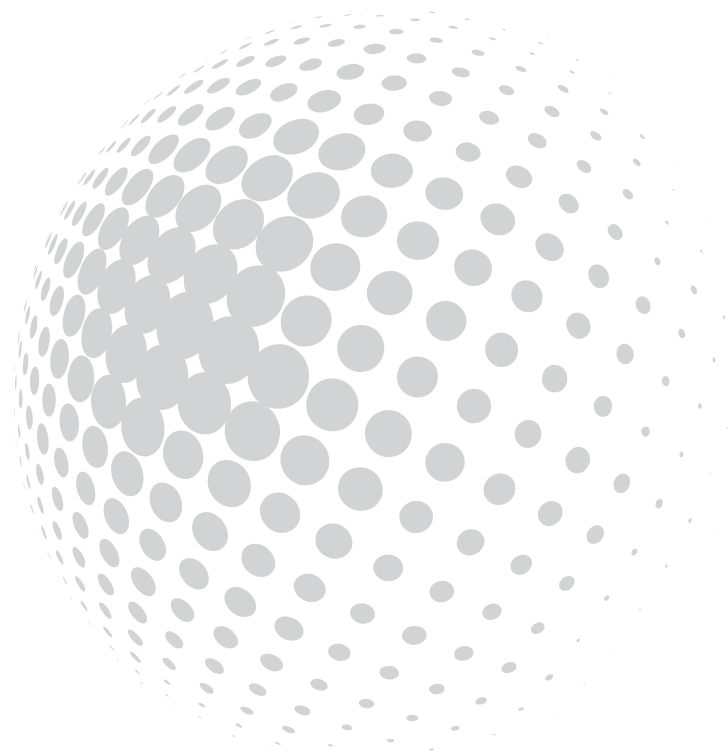


data8 provenance™ user and administration guide



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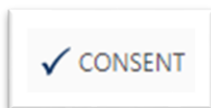


## End User Documentation

This section of documentation is designed for day to day users of the data8 provenance™ tool.

### Consent

Consent can only be applied to a person which is defined by CRM as a Contact or a Lead. In order to create a new piece of Consent, on any contact or lead record there will be a button available on the main ribbon.



Upon clicking that ribbon button, you will be presented with a new Consent record for you to populate.

The window is as follows:

1. Defining which consent?
  - a. What direction was the consent?
  - Consent can both be given and also withdrawn.
  - b. To which statement was the consent either given or withdrawn.

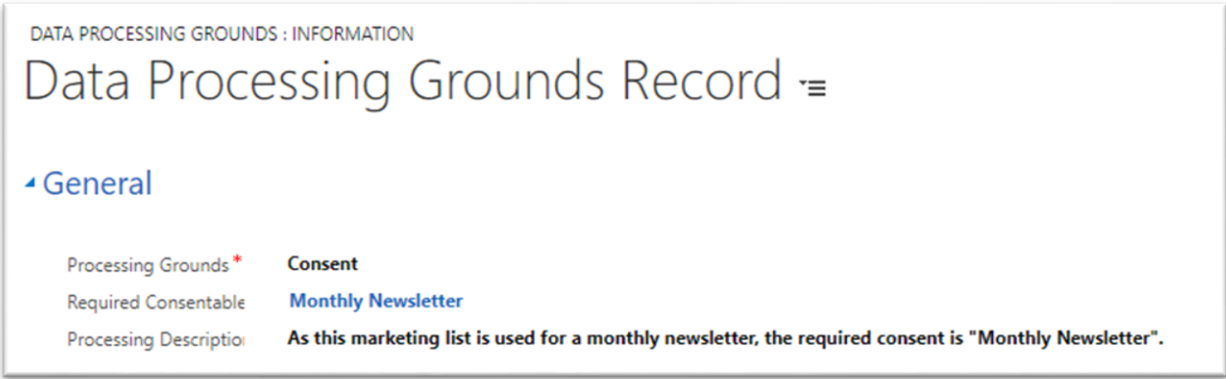
2. Who consented?
  - a. Assuming you follow the process outlined above, this should already be filled in for you.
3. How consent was obtained?
  - a. A date of when should be filling in – this can only be changed at this point.
  - b. What was the method of consent used? Default is “Phone Call”
  - c. An optional place to store some text or a link e.g. the location of the recorded call.

Once completed, you can save the record and the data8 provenance™ tool will handle everything else.

### Marketing Lists

If you are using a marketing list to manage who you are marketing to, you may need to specify under what grounds the members of the lists are being marketed to.

When making a new marketing list, you will also be required to make a “Data Processing Grounds” record and associate it with the marketing list. Find the relevant section on your marketing list form and click to create a new Data Processing Grounds record.



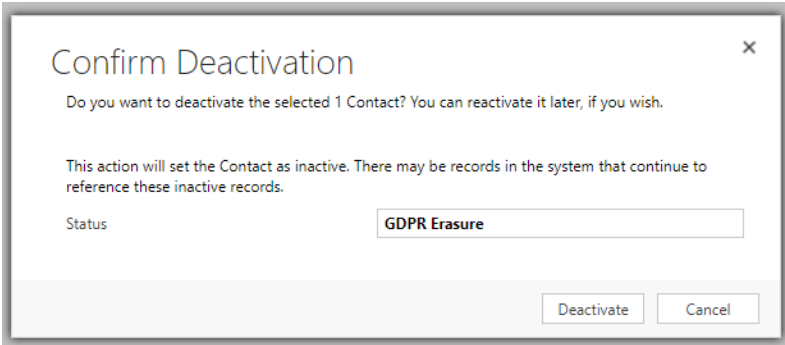
The information required for processing is as follows:

- 1. What specific grounds are you using for this list? Drop down box will give you a variety of options including “Consent” and “Legitimate Interests”.
- 2. If you select “Consent” as your grounds, you will be required to select a “Consentable”. This is what is the minimum level of consentable required for this marketing list – using the example above, it’s a Monthly Newsletter marketing list so requires the Monthly Newsletter consentable.
- 3. A basic description of the grounds. If something other than Consent has been used, some reference to a Privacy Impact Assessment or similar should be in here so your processing reasons can be easily audited.

### Right to Erasure

If a user wants to invoke their right to erasure, the process is straightforward as your system customizer should have already configured your system.

If you navigate to the user wishing to invoke their right and click either “Deactivate” in a contact or “Disqualify Lead” in a lead, you will be presented with a number of options. Select “GDPR Erasure” and confirm the decision and the data8 provenance™ tool will process the rest.

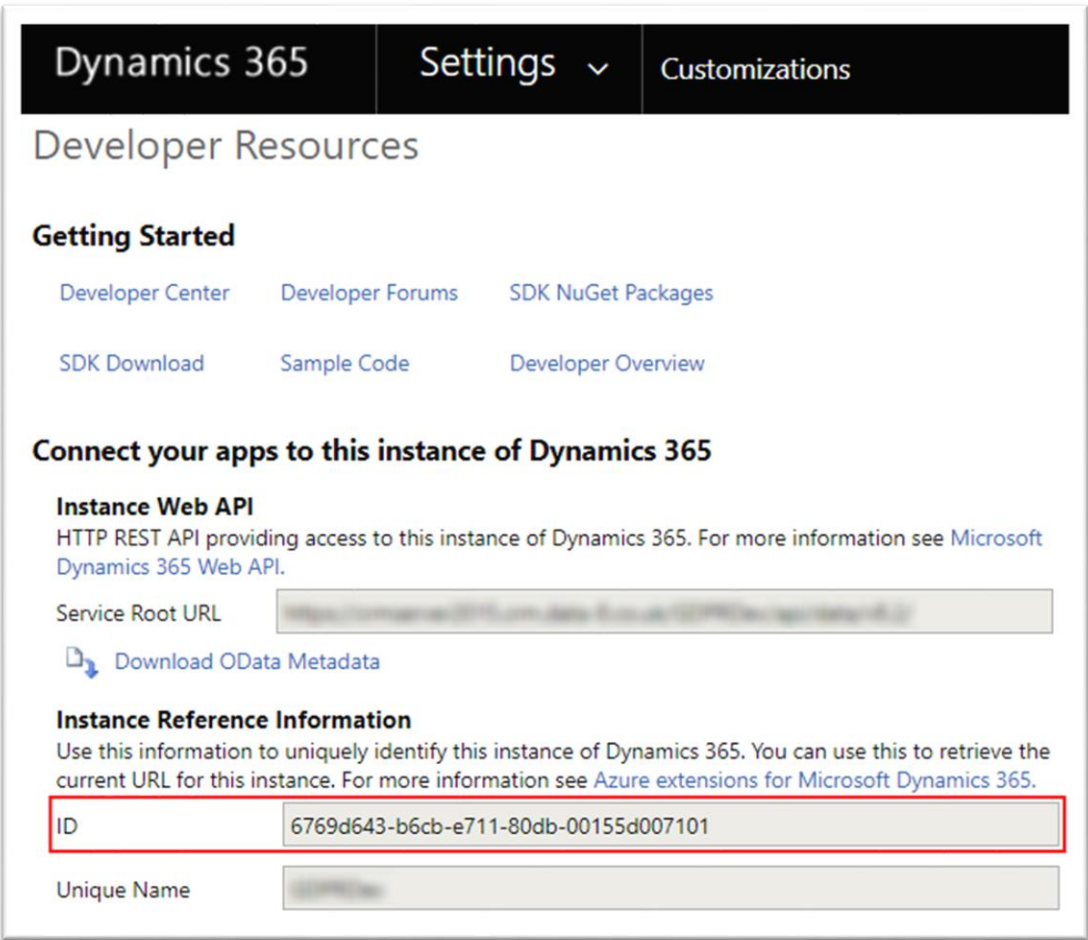


# Administrative Documentation

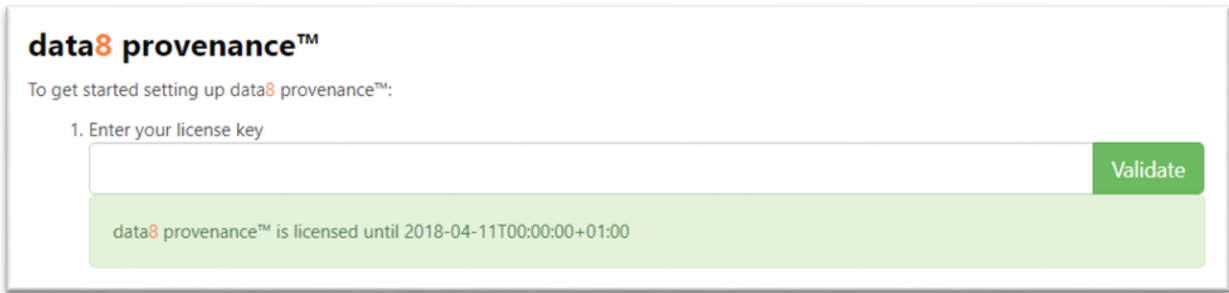
This section of documentation is designed for the administrations and managers of the data8 provenance™ tool. It will go more in depth at licensing, configuration of both consent and erasure and also explain any relevant permissions.

## Licensing

data8 provenance™ is licensed per CRM organisation. In order to obtain a license key, send your CRM organisation ID to your account manager. This ID can be found under Settings > Customizations > Developer Resources



Once your account manager has provided your license key, open the data8 provenance™ solution under Settings > Solutions, paste in your license key on the Configuration page and click Validate.



You should then see the green message beneath the license key indicating that the key has been accepted successfully and show when the license will expire.

Without having a valid license key entered, you will not be able to add Consent records to Leads or Contacts, and you will not be able to use the GDPR Erasure status reason. You will be able to complete the other administrative tasks described below.

### Consentables

A consentable is something granular you can give consent to. It should be as specific as possible but using the hierarchy, you can get a little vaguer the further up the chain you go.

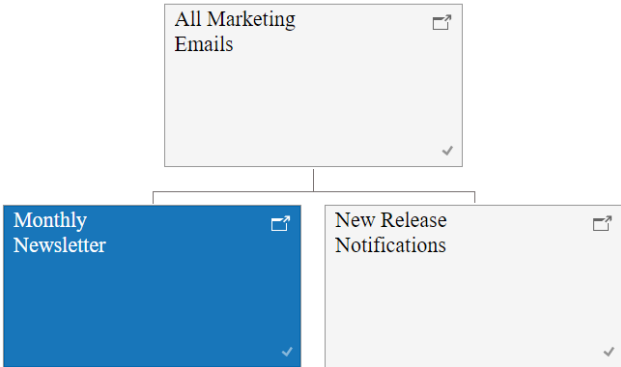
An example consentable would be “Monthly Newsletter” which means any consent for this consentable gives explicit consent for the newsletter and nothing else. In order to create new consentables, you just need to make a new record of type “Consentable”.

Rolls Up To			
Do not allow Bulk Em:	<b>Allow</b>	Do not allow Bulk Mai	<b>Unspecified</b>
Do not allow Emails	<b>Allow</b>	Do not allow Faxes	<b>Unspecified</b>
Do not allow Phone C	<b>Unspecified</b>	Do not allow Mails	<b>Unspecified</b>

In this example, it has the name of “Monthly

Newsletter”. It also already has a parent consentable linked, allowing for a hierarchy meaning anyone with “Monthly Newsletter” or above has this specific consentable.

The Rolls Up To fields are direct mappings to the out of the box fields on both contact and lead. If a contact was set to “Do Not Allow” on “Do not allow Emails” by default but was then assigned this consentable, the data8 provenance™ tool would recalculate the values and set it to be “Allow”, as defined.



### Consent Statements

A consent statement is a physical statement, or the act of a statement such as checking a checkbox on a website. A consent statement is designed to have one or more consentables attached and when a consent statement is applied to an individual the related consentables would also then be applied to that individual.

Continuing on our “Monthly Newsletter” example, this consent statement is set up as follows:

- 1. An easily to identify name so your average users can find the statement
- 2. A detailed description on the statement – this could be a link to a saved Word document or even be the actual statement itself.

CONSENT STATEMENT : INFORMATION

## Newsletter only

**General**

Name \* **Newsletter only**

If you would like to receive data8’s monthly newsletter please tick this box. You can unsubscribe at any time by visiting our website.

Linked Consentables +

Relating To ↑	Do not allow Bulk Emails	Do not allow Bulk Mails	Do not allow Emails	Do not allow
Monthly Newsletter	Allow	Unspecified	Allow	Unspecified

- 3. A list to all the linked consentables that apply to this consent statement. These will be the consentables that link to an individual once this consent statement is applied.

### Right to Erasure Configuration

The Right to Erasure configuration is stored in the “GDPR Erasure Configuration” entity. You can navigate to them directly from the Settings site map, under the data8 provenance™ header.

To start, make a new record and specify either lead or contact – you can only have one of each type. Once you have typed either contact or lead, save the record.

GDPR ERASURE CONFIGURATION : INFORMATION

## New GDPR Erasure ...

**General**

Entity Name \* **contact**

To enable this content, create the record.

Active

Once the record has saved, refresh the page you will see a form layout appear at the bottom of the page.

Each field can be set to one of three things in the event of an individual invoking their right to erasure.

- 1. Make no changes. This is default behaviour for every field.
- 2. Clear Field. This will simply empty the field contents so it appears blank.

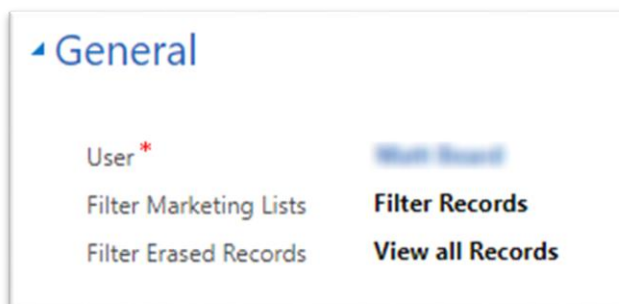


3. Hash Field. This will hash the contents of the field into the specified storing field – this is a one-way hash and cannot be reversed.

Once you have configured a field to be hashed, please see the Form Customisations section below to get the best experience when using this functionality. You may also wish to set up a deduplication rule on the field containing the hash code to allow you to quickly identify new records where you are entering the same information that has previously been erased.

### User Mappings

In order to set up a new user mapping, navigate to the “User GDPR Configurations”. This is where mappings from existing users can be applied to give them specific data8 provenance™ permissions.



This is set up of the following:

1. User: A lookup to the existing user that you want to give permissions to.
2. Filter Marketing Lists: Does the user specified have access to all records in a marketing list or only records that they are allowed to see, based on the marketing lists data processing grounds? Marketing automation users for example should filter these records.
3. Filter Erased Records: Does the user specified have access to all GDPR erased records or should they not be visible, as if they didn't exist at all?

### User Roles

There are two user roles within data8 provenance™.

1. data8 provenance™ Administrator  
This is for anyone who will be customising the data8 provenance™ set up, ready for the day to day users. This has full permissions across all custom provenance entities.
2. data8 provenance™ User  
This is for your day to day CRM users, giving just enough read and write permissions within provenance to enable them to use the solution.

### Form Customisations

There are a number of form customisations you can should make after configuring the data8 provenance™ solution in order to give the best user experience.



## Consent

Consent records are stored as related records to the Lead and Contact entities. You may wish to customise your Lead and Contact forms to show this in the Related Records section to allow your users to see the audit trail of when consent has been given and revoked.

Adding and removing consent also updates a list of opt-ins against the lead or contact, which shows the current opt in/out status of the record against each relevant consentable. You may wish to add this in the Related Records section, or as a sub-grid to the main form itself.

## Marketing Lists

The data8 provenance™ solution adds a field to the Marketing List entity to store the Data Processing Grounds. If you want to use this functionality to allow marketing lists to be filtered dynamically based on the gathered consents you will need to add this field to the Marketing List form to allow marketing users to associate Data Processing Grounds information with the marketing list.

## Right to erasure

If you have configured a field to be hashed under the Right to Erasure configuration, ensure the field to hold the hash is added to each form that the main field is on, and make the hash field hidden by default.

Add the `data8_updatehashfields.js` script library to the same form, and add an event handler to the Form OnLoad event using that library and enter the function name as `data8_gdpr.init`. This will ensure that the hash is applied in real time as data values are changed, and therefore any deduplication rules you have set up based on that hash code will fire as expected.