

# NICE Engage and the GDPR

## Recording for compliance

The EU's General Data Protection Regulation (GDPR) is to be enforced by 25 May 2018 at which time the organizations in non-compliance will face heavy fines, of up to 4% of their annual turnover. The aim of the regulation is to protect EU citizens' data and privacy. By doing so, it brings about major changes to the way organizations record, archive and process their data.

### What are the main changes brought by the GDPR?



#### Global applicability

GDPR is applicable even if your organization is not in the EU. As long as an organization processes EU citizens' data, it should abide by the text of the regulation.



#### Right to be forgotten

Also known as "Data Erasure", the right to be forgotten entitles your customers to have their personal data erased, and to cease further dissemination. It is important to note the definition given to personal data in the GDPR encompass any information relating to an identified or identifiable natural person: a name, an identification number, location data, online identifier or one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that person.



#### Right to access or data portability

Your customers have the right to request and obtain information so as to whether or not personal data concerning them is being processed, where and for what purpose: whether to improve quality, business processes or even for compliance purposes. Further, your organization should be able to provide a copy of the personal data, free of charge, in an electronic format. In this respect, the regulation also requires for a thorough data trail to be followed so as to understand and communicate upon what is done with the data concerned at any given time.



#### Opt-in data processing consent

Data processing consent should be freely given, specific, and withdrawable. Meaning that customers should be made aware of any types of processing foreseen with their personal data, and must be able to withdraw their consent, and require that their data be erased, at any given time.



#### Personal data breach notification

Personal data breach notification is mandatory in within 72 hours of first having become aware of the breach. Organizations must inform the supervisory authority as well as the affected customers whose personal data's security may have been compromised. Under the GDPR, this includes "the accidental or unlawful destruction, loss, alteration, unauthorized disclosure of, or access to, personal data transmitted, stored or otherwise processed."

# How can NICE Engage and AIR help me comply with GDPR?



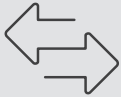
## A holistic solution

NICE Engage offers an end-to-end holistic solution for all your compliance management. From compliance recording assurance to proactive analytics, and through a self-managed retention hub where you can make/change/update your retention policies in just a few clicks.



## Ready to comply with the right to be forgotten

Thanks to its end-to-end capabilities, the compliance center enables you to perform deletion on your recordings. You can comply with the right to be forgotten and automatically delete the recordings and meta-data from the storage, or do so manually during the interaction if your customer decides to opt-out.



## Supporting data portability

With dedicated extraction features and rich tagging to identify interactions across channels, the solution enables you to retrieve and extract the requested interactions, as well as share them with the appropriate subjects without the need for NICE services.



## Proactive auditing

With proactive auditing capabilities and notifications, alerting agents and compliance users of any breach or potential breach can be done. Additionally, by looking into the behaviour of your users, the system can detect derivations, as well as non-adherence to scripts in real time to ensure that your compliance level is always optimal.



## Flexible recording rules

With the introduction of “opt-in” consent, recording rules need to ensure the highest flexibility. For this reason, Engage can be configured in a way that ensure interactions are only recorded provided the explicit approval of your customers. Besides, your customers’ consent is tracked and tagged so as to make sure that their active consent is captured, protecting your organizations in case of future litigation or disputes.



## Advanced security

Overall, Engage offers the highest level of data security, as interactions can be encrypted at the point of capture, and will remain encrypted throughout their life cycle, and strict access controls guarantee that only authorised personnel can access the interactions, and all events are tracked and stored.

By leveraging NICE’s existing analytics, with the robustness of Engage’s recording rich of compliance dedicated APIs, and real time capabilities for breach notifications, the requirements introduced by the EU GDPR are all addressed within a single solution for maximum efficiency.



**Contact us** today to hear more about how NICE can help you comply with GDPR

## About NICE

NICE (Nasdaq: NICE) is the worldwide leading provider of both cloud and on-premise enterprise software solutions that empower organizations to make smarter decisions based on advanced analytics of structured and unstructured data. NICE helps organizations of all sizes deliver better customer service, ensure compliance, combat fraud and safeguard citizens.

Over 22,000 organizations in more than 150 countries, including over 80 of the Fortune 100 companies, are using NICE solutions.