



# CONTACT CENTRE AND GDPR COMPLIANCE

The new European General Data Protection Regulation (GDPR) will come into force on the 25th May 2018. With all the confusion and noise around the threat of large fines for breaches of the Regulation, it is important to understand how GDPR can impact your contact centre operations.

The GDPR will affect all companies who do anything with personal data and who operate in the EU or have contact with individuals based in the EU. Enghouse takes protection of personal data seriously and is actively working on alignment to and compliance with the upcoming GDPR legislation. So, we thought we'd summarise some key recommendations to assist you on your road to GDPR compliance.



## GDPR

The GDPR is a European regulation, enforceable across all EU countries, that mandates certain rules relating to how an organisation can use the personal data of a living individual where that organisation offers goods and services to individuals in the EU.

Enghouse Interactive is engaged with all business stakeholders, to respectively ensure that:

- There is understanding of the obligations regarding interactions with personal data
- Departments and the employees within them know their roles and responsibilities
- We understand our customer's needs relative to our products
- All departments of the business are aligned to one overall structure
- We can demonstrate accountability and transparency
- There is consistency in our global approach to GDPR compliance

## SUGGESTED BEST PRACTICE APPROACH TO GDPR

Identify what customer data you process. Where is your customer data stored? Why is it being processed and how? Finally understand your data flows across your business, partners or 3rd parties. By discovering where and the accessibility of your customer data, it can enable you to have the ability to configure, amend and be visible across your systems.

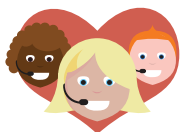
Think about how your processes need to be able to allow individuals to exercise their rights under the GDPR.



## CONSENT

Do you currently rely on consent from an individual when processing data? If you do, is that method of collecting consent still valid under GDPR? If you use an alternative method to legitimise the processing of personal data, have you recorded that sufficiently. Consent must now be manually approved by the customer. Think about how you interact with your customer and how they could provide or deny consent and be able to report on this capability.

FOR EXPRESS CONSENT- Possibly apply the following to your multi-channel activities



### IVR / VOICE/ VIDEO

Add an announcement up front in your IVR or your auto attendant that allows the customer to approve whether a call can be recorded or data stored by using the keypad. This ensures that you have allowed the customer to opt in for compliance.



### EMAIL/ WEB CHAT/ IM

Use canned text to acknowledge receipt that their data will be recorded with an option for them to approve or deny permission.

## PROCESSING



The protection of a data subject's rights sits right at the core of GDPR. Companies not only need to ensure they can provide this protection but they need to evidence it, too. Do you have appropriate processes in place to ensure that you show you respect subject rights and that a data subject can enforce those rights when they chose to?

Remember, technology can help you manage and understand your data but your policies and procedures need to be able to ensure your organisation complies with the GDPR principles and data subject rights.

## TECHNOLOGY ISNT THE ANSWER - PROCESS IS

Make sure you seek independent legal representation for your GDPR compliance processes.

Enghouse Interactive Contact Centre Solutions can help deliver better service to your customers.