GDPR “Data Subject Requests”

Foreword

This document is a guide to responding to Data Subject Requests (DSRs) made under the General Data Protection Regulation (GDPR) where the data is held in your Certain database.

It covers the rights granted to individuals under the GDPR:

- **The right of access to personal information**

The GDPR requires that an individual be able to obtain a copy of their data in a standard format. With Certain’s standard reporting tools, you can quickly find and export the information held about any registrant or user, and email it to them.

See **“View” Requests** on pages 3 and 13.

- **The right to be forgotten**

Under the GDPR, an individual can ask you to remove their personal data. You can use the “Anonymize” feature in Certain to remove all their personally identifiable information,

See **“Delete” (Forget me) Requests** on pages 10 and 14.

- **The right to rectification**

Under the GDPR, an individual can ask you to rectify any incorrect personal information held about them. In Certain you can quickly find and edit an individual’s details, and email the updated details to them as confirmation.

See **“Edit” Requests** on pages 10 and 14.

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Introduction

As mentioned in the foreword above, there are three types of requests you may receive from individuals who may have Personally Identifying Information (PII) on file:

- Requests to **View** their information
- Requests to **Edit** their information
- Requests to "**Forget Me**"; that is, to **Delete** their information

The individuals concerned may be any of the following types:

- Registrants
- Speakers
- CertainAPP users

The steps are similar for each request type and individual type, but are listed separately below. (The steps for Registrants and Speakers are identical..)

They all start with logging in to the Certain App, and navigating to the relevant account(s), as described next.

Logging In to Certain

1. Log in to Certain with your usual credentials.
   Your user type must be at least "**Registration and Support**'. The higher levels include "**Event Planner**" and "**Administrator**".

   Note: To use the Profile Anonymization feature described on page 10, you must be an Administrator.

2. You are automatically logged in to your account.

3. Follow the steps listed below in that account and its active sub-accounts (if any) used for managing events.
   To change accounts, click the account selector icon below the account name in the upper left corner, and select a sub-account.

Registrants' and Speakers' Information

A "Registrant" is usually an "attendee" at one or more events, although they may be an exhibitor, staff member, or other person registered for an event.

A "Speaker" is a speaker at an event where the Speaker and Session management module is used.

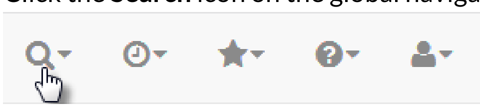
The following steps assume you have logged into the relevant account, as described above.

"View" Requests

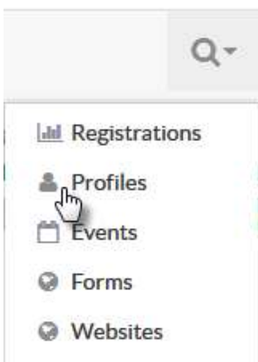
To View a Registrant's or Speaker's Information

1. Search for the registrant's or speaker's profile record.

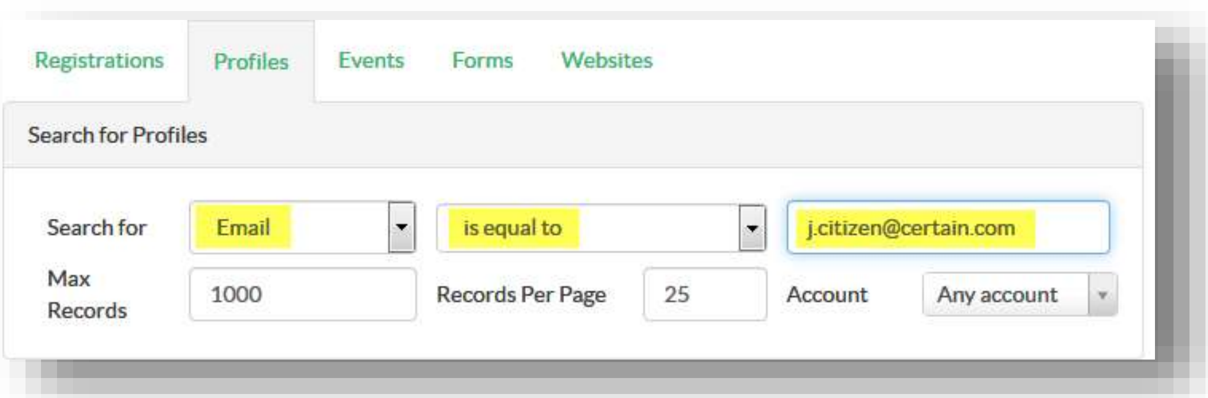
    a. Click the **Search** icon on the global navigation toolbar in the upper right corner of the screen.

    b. Choose to search **Profiles**.

    c. The **Search for Profiles** page opens.



d. Search for the registrant using their **Email** address.

e. A list of matching records is displayed. If your account is set to use *unique* email addresses, only *one* record is displayed.

f. Click the record to view the details.

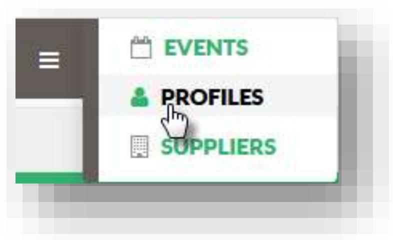
To Export a Registrant's Information

A) Create a Profile Report

1. Create an account-level Profile Report, and include columns of interest.
   Note: You only need do this once for an account. The same report will then be available for future use.

   a. Click the ☰ **menu** icon in the top left corner of the screen.

   b. Select **Profiles** in the list of options.

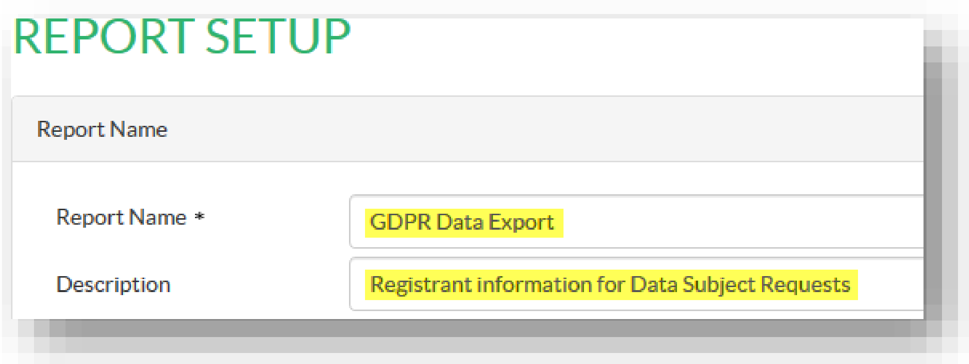


   c. The **Search Profiles** page opens.
   Click **Reports**, the only menu choice at the top of the page.

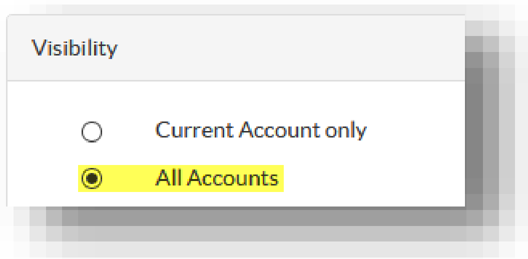
   d. The **Profile Reports** page opens.
   Click **Create Report** (in the upper right corner of the page).

   e. The **Report Setup** page opens.

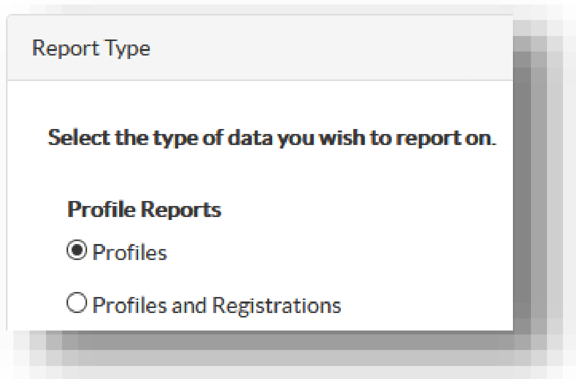
f. Give the report a name, and optionally a description, of your choice. These are what you'll see in the list of reports when you go to find and run the report in future.



g. *Recommended:* Under the **Visibility** heading, select the **All Accounts** option.
This will make the report available not only in the current account but also in any sub-accounts below it.



h. Under **Report Type**, select one of the two options:
the default "**Profiles**", or the more detailed "Profiles and Registrations".



- A "**Profiles**" report includes name and address and other Personally Identifiable Information (PII).
- A "**Profiles and Registrations**" report also include registration history across events.

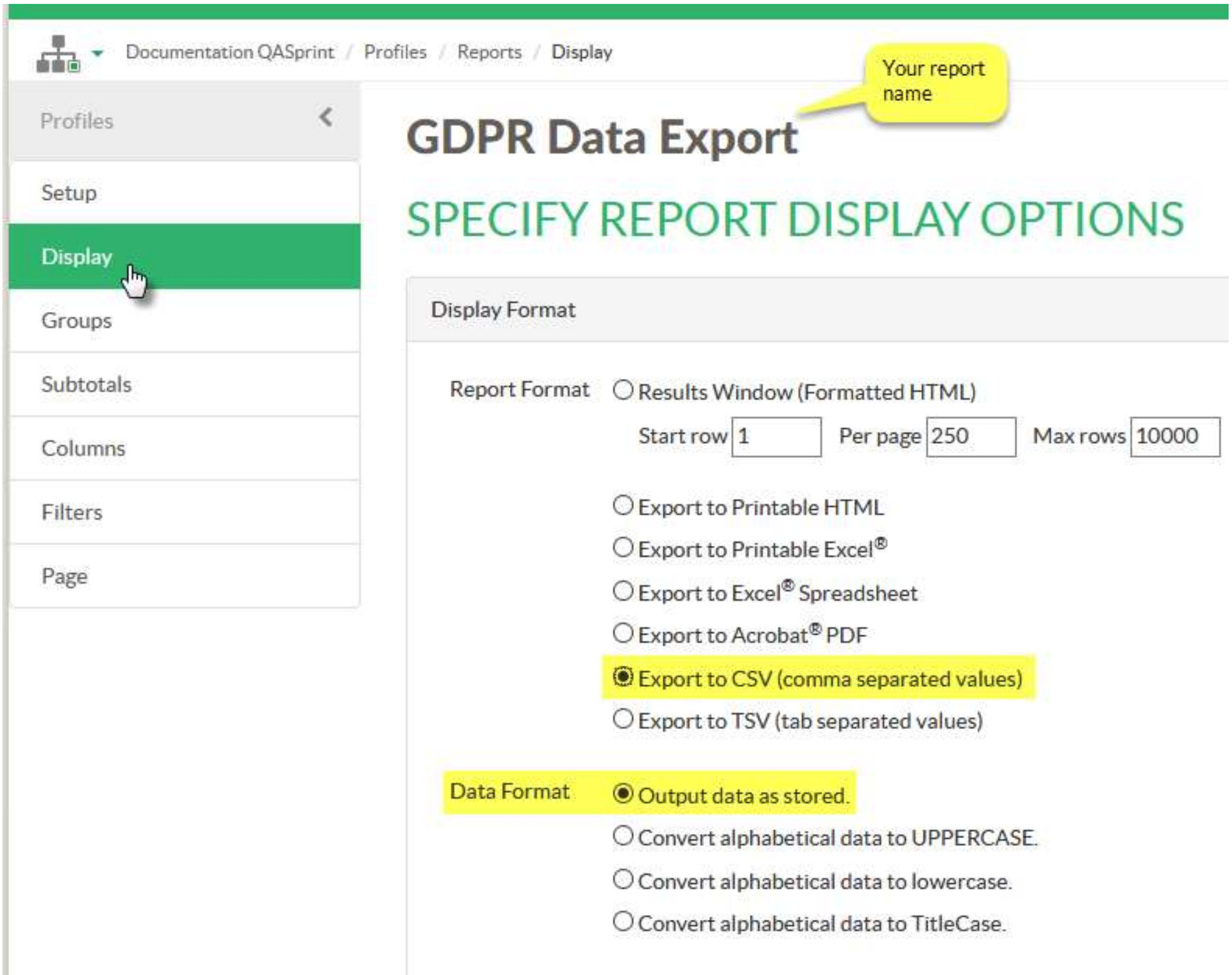
Note that you cannot change the report type after you have created the report.

i. **Save** the report.

2. Select **Display** in the left navigation panel.

   a. Select a **Report Format**, such as the "Export to .CSV" selected in the screenshot below.

   b. Select a **Data Format**, such as the default "Output data as stored" selected in the screenshot below.



   c. **Save** the report again.

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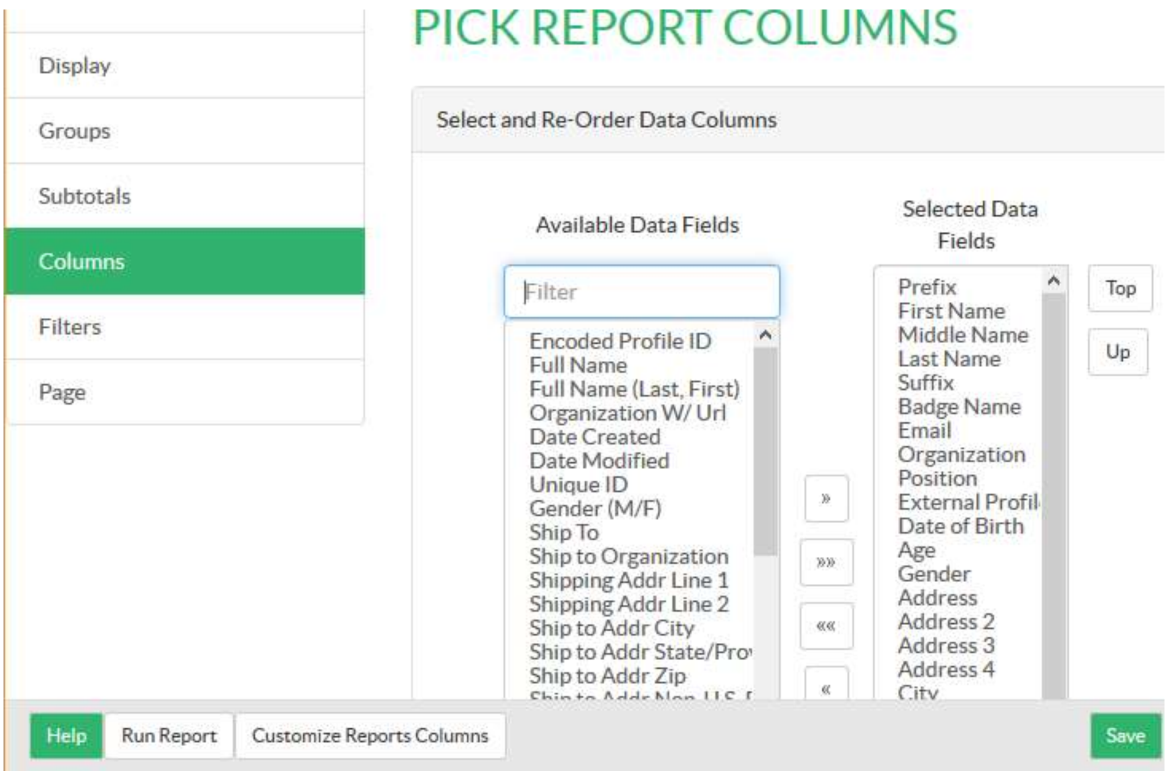
3. Click **Columns** in the left navigation panel, to select the data to include in the report.



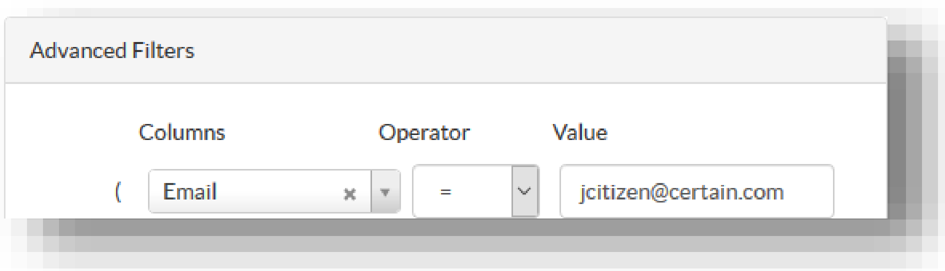
a. Select the appropriate fields in **Available Data Fields** on the left and click **»** to move them into **Selected Data Fields** on the right.

b. **Save** the report again.

B) Run the Report for a Registrant

1. Select **Filters** in the left navigation panel.

2. At the end of the page, filter on the registrant's or speaker's email address.



3. Click **Run Report** (in lower left corner of the page) to create the export file.

4. Download the report to share with the requester.

To Email a Registrant or Speaker Their Information

An alternative to using a report is to email their profile details to an individual.

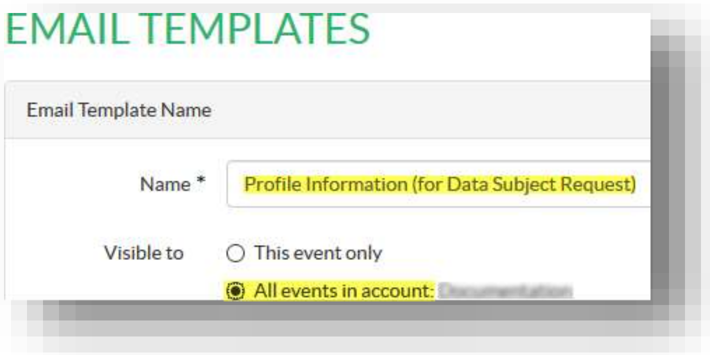
A) Create an Email Template

1. In an event, go to **Promote > Communication > Email Templates**.

2. Click **Add New** to add a new email template.

3. Give the email a self-explanatory name of your choice. This is what you'll see when you go to select it for use in the later steps.

4. Select the option to make the report "Visible to **All events in account**".



5. Add all the relevant **Standard Profile Fields** and **Custom profile** fields to the body of the email.

6. Do not include any event-level information.

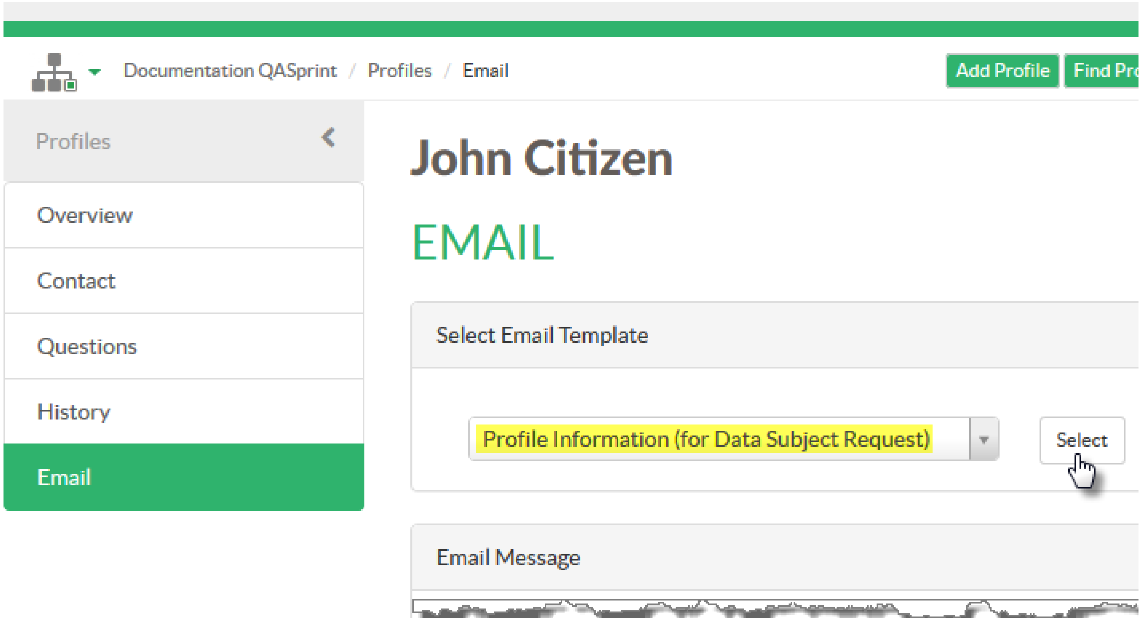
7. **Save** the template.

B) Send the Email to the Profile

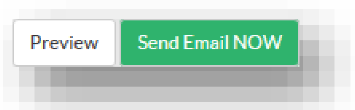
1. Search for the registrant's profile record, as described under '**"View"** Request' on page 3.

2. Click **Email** in the left navigation panel.

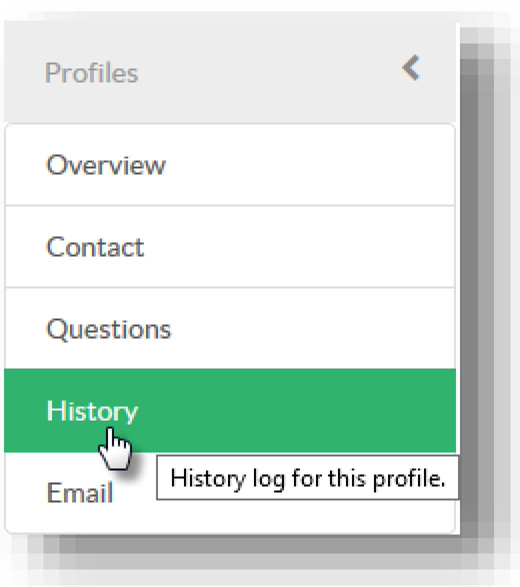
3. Select the email template, and click **Select**.



4. At the bottom of the page, click **Preview**. If satisfied with the result, click **Send Email NOW.**



5. The sending of the email will be included in the profile's **History**, which you reach via the left navigation panel.



“Edit” Requests

1. Search for the registrant’s or speaker’s profile record, as described under **“View”** Request” on page 3.

2. Confirm the correct record is displayed,

3. Click on the **Contact Details** header bar, or **Contact** in the left navigation panel.

4. Edit relevant information, and **Save**.

5. Click **Questions** in the left navigation panel.

6. Edit relevant answers to profile custom questions, and **Save**.

7. The edits will be included in the profile’s **History** log, as described above for emails. (Page 9.)

“Delete” (forget me) Requests

Best Practice: Anonymize Profiles

You can “anonymize” Profiles in an account, removing personally identifiable information, so that the individual remains anonymous.

Note: An **Administrator** should follow this procedure; it’s not available to Event Builders or other users.

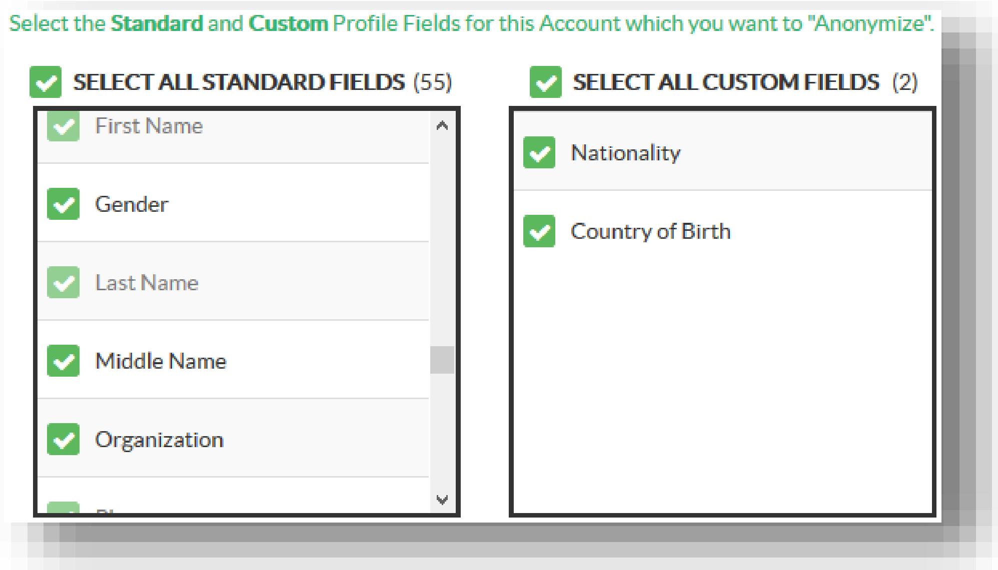
In summary, you first identify the profile fields that hold personally identifiable information (PII), and configure replacement text. (Defaults are pre-set for both.) You can then select profiles, and anonymize them by clicking one button.

Detailed Steps

1. Go to User and Account Settings > Account Settings > **Implementation > Privacy Compliance > Profile Anonymization**

2. Under **Anonymize Profile Fields**, select the Standard and Custom Profile fields for this Account that you want to anonymize when you select individual profiles in step 6.
   Be sure to include all fields that could be deemed Personally Identifiable Information (PII).
   Note that many standard profile fields, such as name fields and email, are preselected and will

always be anonymized.



3. The default **anonymization string** that will replace the values in the selected profile fields of an anonymized profile is "******". You can change that to any text of your choice.

4. If you select **Make Profile Inactive**, then any profiles you anonymize (see step 8 below) will also be set to "inactive", meaning they will be excluded from reports and searches.

5. **Save** your selections so that you can use them when anonymizing profiles, as explained next.

6. Under **Profile Anonymization**, search for the Profile(s) to anonymize.
   In the **Search** field, type at least 3 characters of their **Email** or **Phone**,
   or type the complete **Encoded Profile ID** beginning with "0x".
   (See screenshot below.)

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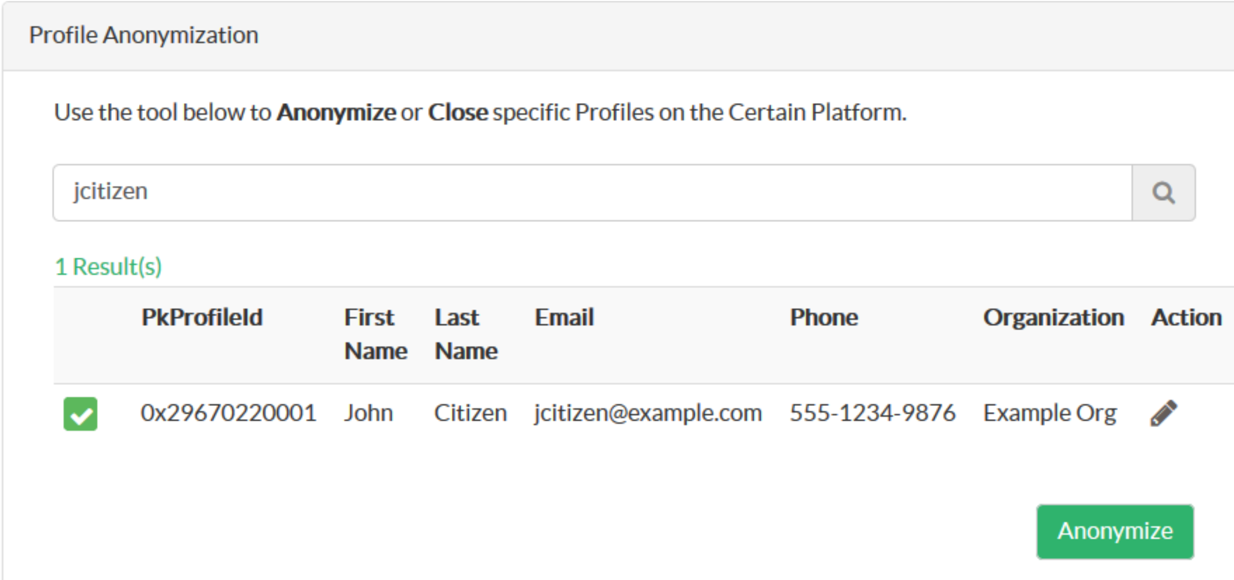


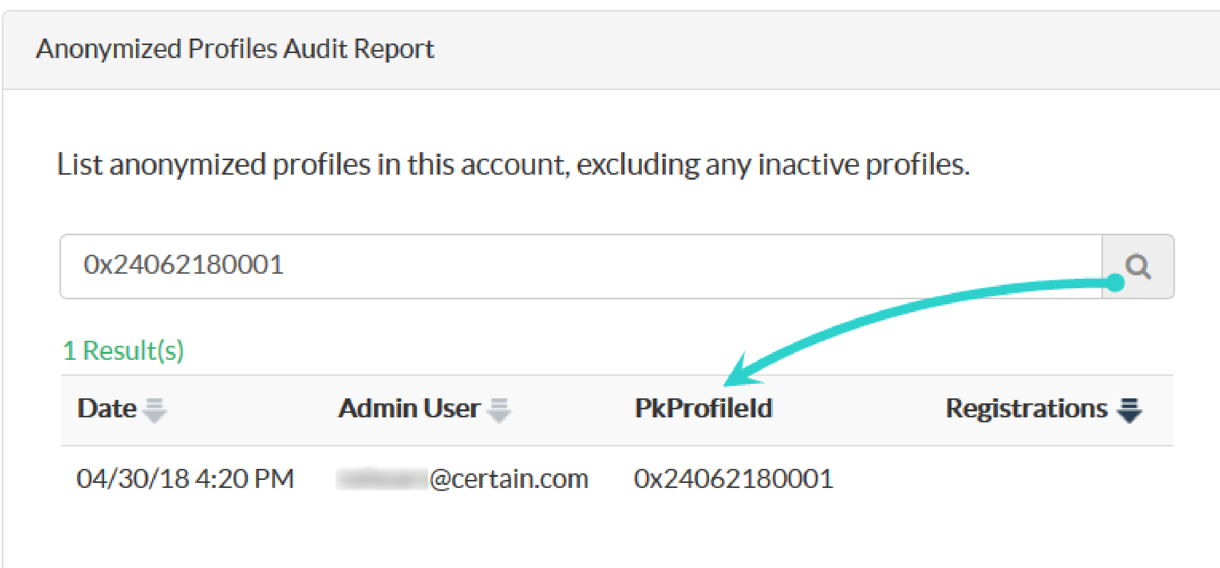
7. View the list of matching records, and click to view a profile's details to confirm you have the right record.

8. Select the check box(es) for the profile(s) you want to anonymize.

9. Click **Anonymize** to update the selected profile(s).

   The values of the fields selected in step 5 above are set to the **Anonymization String**, and if **Make Profile Inactive** was selected in step 4 then the anonymized records will no longer be returned in searches or reports.

10. Under **Anonymized Profiles Audit Report** you see a list of the anonymized profiles in the account. You can search for one by **PkprofileId** or **Username**; as n this screenshot.



Users’ Information

A “user” is anyone who is set up in CertainAPP with a user record.

To view another user’s details, edit or delete a user record, you *must* be logged in to Certain yourself as an **Administrator**. That is, your own user account must have a User Type of “Administrator”.

“View” Requests

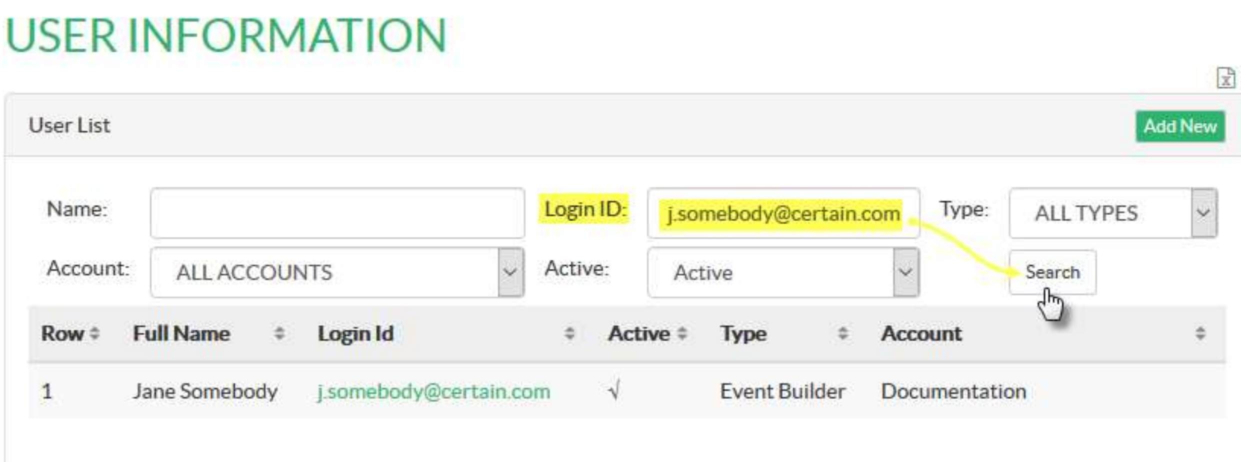
For a User to View Their *Own* Information

Any Certain user can view and edit their own information by following these steps.

1. Go to:
   User and Account Settings > User Information
2. The “**My User Information**” page opens.
3. View or edit the information as required.

For an Administrator to View *Another* User’s Information

1. As an Administrator, go to:
   User and Account Settings > Account Settings > Administration > Users
2. To search for the user, enter their email address in the **Login ID** field, and click **Search**.



3. Click the user’s row in the results. That opens a page showing their details.
4. The only PII data is likely to be their name, email address (twice: as both **Login Id** and **Email**), and phone number. (See the screenshots below.)

“Edit” Requests

For a User to Edit Their *Own* Information

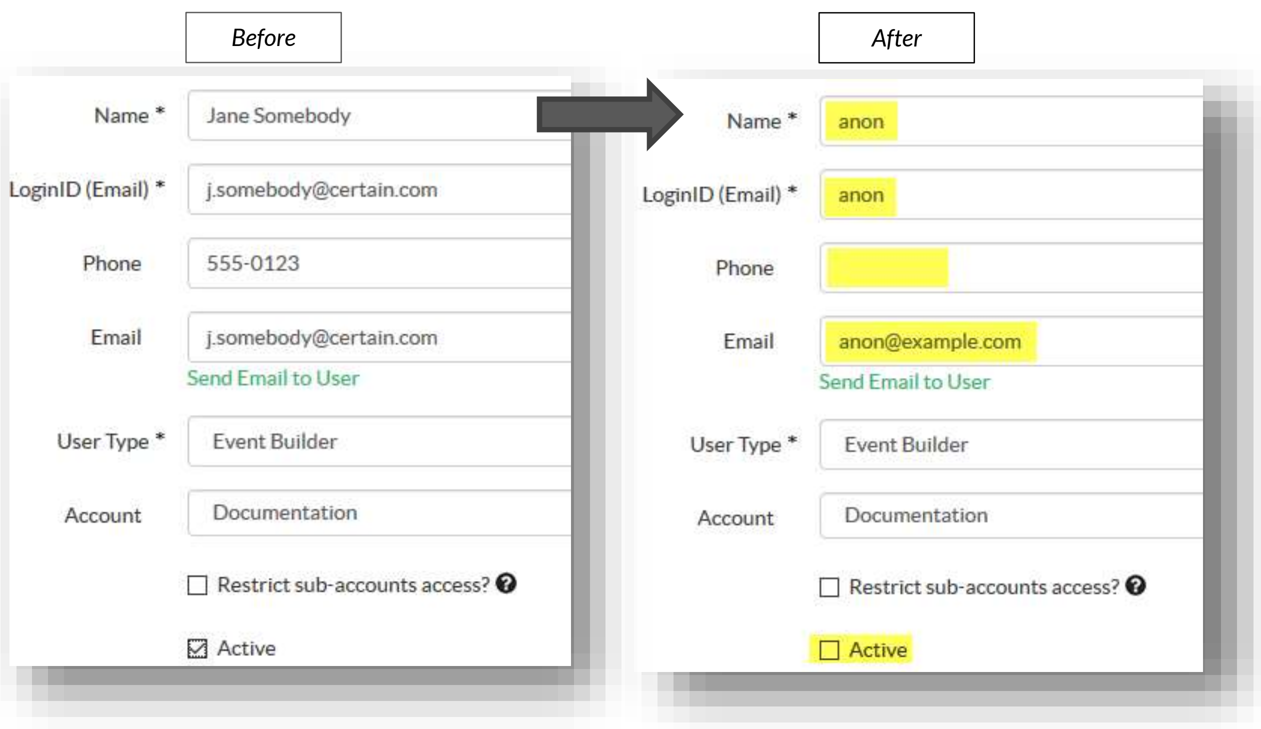
1. They should open their user record as described under ‘**For a User to View Their Own Information**’, above.
2. Edit fields as required, and **Save.**

For an Administrator to Edit *Another* User’s Information

1. Open the user’s record as described above under “**For an Administrator to View *Another* User’s Information**’.
2. Edit fields as required, and **Save.**

“Delete” (forget me) Requests

1. As an Administrator, open the user’s record as described above under “**For an Administrator to View *Another* User’s Information**”.
2. Clear the **Active** check box.
3. Clear out the **Phone** number, or replace it with anonymization text, such as “*******” or “anon”. The other PII fields, **Name** and **Email**, are required fields, so instead of clearing them out, enter appropriate anonymization text.
   Note: the **Email** field must be in a valid email address format, such as “anon@example.com”.



4. **Save** the changes.

The user will no longer be able to log in to Certain.

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