How Watson Marketing Insights
Provides Support for GDPR Compliance

Executive Summary

IBM has made several changes to **Watson Marketing Insights (WMI)** 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. As new information arises, we will continuously update this document to ensure accuracy. Please review the disclaimer and notice at the end of this document for further details.

IBM has released several enhancements to Watson Marketing Insights to facilitate companies responding to end-customer requests about their personal data. This includes adding a new API to support our clients in interacting with individual data records so that they can efficiently respond to GDPR related requests initiated by their respective customers.

The first set of updates were released in Q1 2018 which has prepared Watson Marketing Insights for GDPR support in advance of the regulation coming into effect in May 2018. After this release, Watson Marketing Insights will adopt a continuous release process to rapidly support any required GDPR-related updates.

IBM has also updated our Watson Marketing Insights Service Description to provide additional documentation and visibility on our approach for processing personal data.

Please check back with IBM regularly, as details may change as we implement features and make them generally available.

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Specific New Capabilities: Watson Marketing Insights

1. **New API will support Right to Erasure requests (Now Available)**
    This API has been designed to support GDPR-related "right to erasure" requests and allows client users to filter on individual data subject records and order their removal from the WMI database. Once removed from the WMI database, this data will no longer be available to share with other related IBM components. Learn more

    Related to:
    - Right to Erasure
    - Notification of third party systems

2. **New API to support Right to Access requests (Now Available)**
    This API has been designed to support individual requests to provide an end-customer's personal data that exists from within WMI Data to be retrieved from WMI. Learn more

    Related to:
    - Right to Access Data
    - Right to Rectify Data

3. **New API to support Right to Data Rectification requests (Now Available)**
    This API has been designed to support individual requests to update or revise an end-customer's data that exists within WMI and related modules. Once updated in the WMI database, this data can be shared with other related IBM components.   Learn more

    Related to:
    - Right to Rectification

Additional Updates: Service Description Changes

The Watson Marketing Insights Service Description has been updated to articulate our offering's GDPR related support. The **Data Processing Addendum (DPA)** will be added to the IBM base agreement and a **DPA Exhibit Repository** will contain updates that are offering-specific.

- The **DPA** provides detailed terms on the processing of personal data by IBM on behalf of our clients. Topics include the processing of data, technical and operational measures, data rights and requests, third party rights and confidentiality, audits, the return or deletion of client personal data, the use of subprocessors, transborder data processing, personal data breach protocol, and general assistance. Learn more
- The **DPA Exhibit Repository** is offering-specific and will include topics related to backup procedures, cloud service expiration processes, and disaster recovery procedures. Learn more.

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For existing clients, these new documents will be available as part of a client's contractual framework when updating their subscription to Watson Marketing Insights. For new clients, these additional documents will be included in the initial process when subscribing to Watson Marketing Insights. Learn more

Summary

If you have any questions regarding the content in this document or related to the support for GDPR within the Watson Marketing Insights product, please contact your Customer Support representative or your Account Manager.

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