

How Tealeaf Customer Experience Provides Support for GDPR Compliance

Executive Summary

IBM has made several changes to **Tealeaf Customer Experience** to help organizations become GDPR ready 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.

For Tealeaf Customer Experience, an on-premise Watson Marketing offering, our client is both the processor and controller. Clients are responsible for complying with GDPR standards for any of their owned data and for responding to all GDPR requests such as Right to Erasure, including those involving any exported files, external data warehouse or any other areas of customization. In addition, clients are responsible for notifications of any personal data breach.

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

Specific New Capabilities: Tealeaf Customer Experience

IBM has enhanced Tealeaf Customer Experience to facilitate clients responding to end-user requests about their personal data. IBM has delivered the following capabilities:

1. **Selective Deletion tool to delete personal data to support Right to Erasure requests**

The selective deletion tool allows clients to selectively delete customer sessions on their Tealeaf Customer Experience database. This is only available for version 9.0.2 Fix Pack 6 and above. Clients can download this selective deletion tool from [Fix Central](#).

Summary

If you have any questions regarding the content in this document or related to the support for GDPR within the Tealeaf Customer Experience product, please contact your [Customer Support](#) representative or your Account Manager.

Notice

Clients are responsible for ensuring their own compliance with various laws and regulations, including the European Union General Data Protection Regulation. Clients are solely responsible for obtaining advice of competent legal counsel as to the identification and interpretation of any relevant laws and regulations that may affect the clients' business and any actions the clients may need to take to comply with such laws and regulations. The products, services, and other capabilities described herein are not suitable for all client situations and may have restricted availability. IBM does not provide legal, accounting, or auditing advice or represent or warrant that its services or products will ensure that clients are in compliance with any law or regulation.

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