



GDPR Readiness



Unleash ZINFI UCM and Embark to GDPR Readiness

Data is centrifugal to the operation of ZINFI UCM and continuous analysis yields data intelligence, the key to market dynamics understandability and over the horizon customer service. At ZINFI, we believe that privacy and security of these information is foundational to our trust, and this understanding guides our understanding of the GDPR in the same vigor, internally and with respect to our client offerings. ZINFI's legal and data privacy teams have been assessing the new EU General Data Protection Regulation since its early draft stages and are available round the clock to support you at each stage of your own GDPR readiness journey.

As the #1 Unified Channel Management Platform, ZINFI provides transparency and control of your customer data, accelerating compliance with regulations like the General Data Protection Regulation (GDPR) while unleashing the power of that data.

GDPR Fundamentals

Base Concept

The GDPR (General Data Protection Regulation, in effect May 25, 2018) creates a data protection law framework across the EU and aims to give users, control of their personal data, whilst imposing strict rules on those hosting and 'processing' this data, anywhere in the world. The Regulation also introduces rules pertaining to the free movement of personal data within and outside the EU. The GDPR unifies national data protection laws currently in place, directly enforceable in each EU member state.

Summary of Regulations

The GDPR regulates the "processing" of data extending to collection, storage, transfer, or use. Organizations processing personal data of EU individuals is within the scope of the law, regardless of whether the organization has a physical presence in the EU. Data can only be processed if

there is at least one lawful basis to do so. The lawful bases for processing data are:

- the data subject has given consent to the processing of his or her personal data for one or more specific purposes.
- processing is necessary for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract.
- processing is necessary for compliance with a legal obligation to which the controller is subject.
- processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller.

Privacy Law Updates and Non-Compliance

The updates related to Privacy Law have been deduced and integrated:

Expanded data privacy rights for EU individuals, data breach notification, added security requirements for organizations, customer profiling and monitoring.

The financial penalties for failing to comply with the GDPR are clearly defined: for each instance of noncompliance, the organization could face a fine of up to 20 million euros or 4 per cent of worldwide annual turnover (revenue), whichever is higher.

ZINFI's package for the GDPR Journey

Security

ZINFI UCM has a global scale technical infrastructure designed to provide security through the entire information processing lifecycle at ZINFI. This infrastructure provides secure deployment of services, secure storage of data with end user privacy safeguards, secure communications between services, secure and private

communication with customers over the internet, and safe operation of data related processes.

Governance

To coordinate and promote IT security in the Organization, an Information Security Management Framework comprising the following four parties has been established:

- Information Security Management Committee
- IT Security Working Group
- Government Information Security Incident Liaison Office

People, Processes and Communications
Regular training to the employees and clients on security aspects enables ZINFI to be GDPR compliant round the work process. Processes are tested through several stages for optimum delivery and assured quality.

Rights of EU Data Subjects

Enhanced rights for data subjects in the EU including providing access, rectification, erasure

and portability within one month of the request.

Data subject provided with controller identity and contact details, the purposes and legal basis of the processing, the categories of data concerned, the recipients, and the expected storage period.

Security of Processing

72 hour breach reporting is ensured
Pervasive and intelligent internal restrictions are implemented to reduce data risks, including monitoring and encryption techniques.

Lawfulness and Consent

Lawful processing is done on the following pretexts; if there is one of consent, necessity, legal obligation, protection, public interest, official authority or legitimate interest

Data subjects are kept informed and requests are managed in a transparent, efficient and effective manner

Accountability of Compliance

Compliance with the principles relating to personal data processing is prevalent

Design and Default

Data controllers implemented demonstrate compliance with GDPR core principles



ZINFI's GDPR Integration Cycle

Analyze	<ul style="list-style-type: none"> • Conducts GDPR risk and privacy assessments across governance, people, processes, data, security • Identifies and maps personal data
Design	<ul style="list-style-type: none"> • Designs governance, training, communication, and process standards • Designs privacy, data management and security management standards
Evolve	<ul style="list-style-type: none"> • Delivers GDPR training • Develops and embed procedures, processes and tools
Execute	<ul style="list-style-type: none"> • Execute all relevant business processes • Manage consent and data subject access rights
Conform	<ul style="list-style-type: none"> • Monitor, assess, audit, report and evaluate adherence to GDPR standards



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