

Using Reputation.com Data Protection Tool to Comply with the California Consumer Privacy Act (CCPA) and the EU’s General Data Protection Regulations (GDPR)

Summary

Data protection and privacy regulations, such as the California Consumer Privacy Act (CCPA) and the EU General Data Protection Regulation (GDPR), require businesses that collect personal data to respond to certain data protection requests made by California Residents, in the case of the CCPA, or by EU Data Subjects, in the case of the GDPR. Under both the CCPA and GDPR, individuals may demand that (1) a Company delete their personal data, or (2) a Company disclose what personal data they have collected about an individual.

Reputation.com provides an easy tool--known as the Data Protection tool--that enables Companies to quickly and easily comply with data protection requests through a search and delete mechanism built into its proprietary reputation management platform.

Enabling the Data Protection Tool


The Data Protection tool is enabled by user role. If you require access to this feature, contact your Customer Success Manager or support@reputation.com.

Platform	View	Edit	Add	Delete	Other Actions
[Blurred]	[Blurred]	[Blurred]	[Blurred]	[Blurred]	[Blurred]
[Blurred]	[Blurred]	[Blurred]	[Blurred]	[Blurred]	[Blurred]
Data Protection	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	

Using the Data Protection Tool

Once you have access to the Data Protection tool, use the following steps to search for and/or delete your customer’s personal data. In the Reputation.com platform, the records containing personal data are limited to records of the customer names, customer email addresses and/or customer phone numbers. This personal information is used to send survey requests and/or review requests. Thus, there may also be records relating to customer survey responses received in the platform. Notably, review requests direct customer to third-party sites to leave reviews, so there are no customer responses to review requests stored in the platform.

To access the Data Protection tool:

1. From within the platform in the upper right corner, click **Settings** .
2. Click the **Data Protection** tab.
3. Use the search box(es) to search by email address and/or phone, and click **Search**.

Results are shown in the list of records.

Search by email

Search by phone

🔍 Search
🗑 Delete All

Records (4)

ID	Name	Phone	Email	Type
+ 5c327266293dd7129fa05589				Survey
+ 5c69779b-6895-4042-8ada-f332				RequestReview

4. Comply with the customer's request:

- **Providing copies of the records** - If a customer has requested that you provide them with a copy of their personal data (called a "Subject Access Request" under GDPR), you may capture a screenshot of the search results and provide it to the customer.
- **Deleting records** - If a customer has requested that you delete their data, click the **Delete All** button on the search results screen. Then click **Yes** to the confirmation box. Once you delete, the data is not recoverable.

Frequently Asked Questions

What types of records are included in the search results?

The Data Protection tool shows results for Name, Email address and/or Phone Number included in the following record types:

- **ReviewRequest** - Any request--survey or review--sent from the Reputation.com platform to the customer.
- **Survey** - Any survey response sent from the customer to the Reputation.com platform.*
- **Ticket** - Any ticket created in the Reputation.com platform that relates to the customer.
- **Kiosk** - Any kiosk response sent from the customer to the Reputation.com platform.

***Note:** Each survey record type will have a *second* record type associated with it labeled "Review." This label is used for internal categorization, but these "Reivew" record types are not from reviews from third-party review sites.

If I delete data, will my Reputation Score be affected?

Actual reviews are not included in the personal data search results, as reviews are left by the customer on third-party review sites and are not submitted directly to Reputation.com nor stored within the platform. Any metrics related to third-party reviews will not be affected.

Survey responses left by the customer are able to be deleted. If you delete customer survey responses, the metrics related to the survey *may be impacted* (e.g., NPS). The Reputation Score, however, will not be affected.

Are all record types able to be deleted?

Yes, any of the search results of the above types can be deleted in their entirety. If your survey implementation displays data from a third-party system in the results feed (e.g., transaction data), the imported data is not stored by Reputation.com and therefore is not returned in the search results within the Data Protection Tool. The third-party data will no longer be viewable within the platform if the associated consumer's survey record is deleted, but the data itself is not removed from the third-party source as the result of the associated survey record deletion.

The screenshot displays a survey record interface. At the top left, there is a blue icon labeled "Survey". To the right, a 5-star rating is shown as "5.0 / 5" with the date "Nov 15, 2019". Below the rating is the text "Staff was very friendly and my recall repair was completed the same day." A green button labeled "Published" is visible on the left side. A yellow dashed box highlights a list of metadata fields:

- Customer First Name
- Make
- Model
- Year
- VIN
- StorePhone
- TransactionType
- CustomerID
- TransactionID
- AssociateID
- AssociateName
- StoreID
- CustomerLastName

At the bottom of the highlighted area, there are four buttons: "Customer Service", "Service", "Service Advisor", and "Staff".