



## Proactive- and Advanced chat data protection overview US Cloud Service Tenant

*Vergic Engage has several public cloud services. This document contains information on the US cloud service tenant. Other tenants covering Europe and other continents are not included in this document.*

### Overview

Vergic cloud service US tenant delivers cloud solutions to customers with agents / contact centers located in the Northern American continent.

Cloud services are delivered to OEM partner and direct customers.

The document contains information on data protection, focused on how customer and partners personal data from visitors are handled in the Vergic Engage platform.

Personal data is considered as data where an individual customer or web visitor to a partner or a customer's web site or app that is supported by Vergic Engage, can be identified at a later point in time.

## Personal data

Vergic Engage stores very little personal data in a normal setup. A visitor to an app or a web page is not assigned any personal identifying attributes in a normal setup. Instead a visitor is assigned an anonymous session id. With this anonymous session id as a base, visitor behaviour and tracking is conducted to identify if a visitor needs help and what help is best offered to the visitor

At the right point in time, when a need or desire to engage with a visitor session ID occurs help is offered.

A number of these visitors offered help is then engaged in a dialog with a customer service agent active in the Vergic Engage Desktop or an integrated Contact Center software.

The anonymous visitor and agent then engage into a chat /co-browse session.

The visitor remains anonymous and the ongoing chat is processed as transient data in the Vergic Engage platform.

When the chat is completed the chat transcript is stored as by the session identifier and no personal data is stored to enable this information later to be used to identify a certain individual in the stored information.

This is the default case, the case that in most cases apply to all visitor communication in the Vergic Engage cloud service

## How personal data may appear in the Vergic Engage system

Personal data can occur in the Vergic Engage system in two ways:

- ✓ As part of the chat transcript where the visitor identifies himself to the agent
- ✓ If Vergic Engage is set up to gather personal information by the system administration, in a form of a pre-chat enquiry or by gathering personal data from the web session as part of the Vergic Engagement system

## Data storage

In a default setup chat transcripts are saved on Vergic Engage and available under the Case Browser menu. By using a system setting administrators can disable or limit the storage of chat transcripts.

When transcripts are delete, all personal data that may occur in the Vergic Engage platform are also deleted.

Visitor tracking data is by default stored for 30 days. Visitor tracking data does not contain personal data, only session id's attached to the session.

## US public cloud tenant; deployment considerations

The US tenant is partly deployed in the Amazon AWS US Cloud, partly in Vergic Global Data Center, located in Sweden.

## Using integrated systems to handle Personal Data

Vergic Engage is often integrated or embedded into Contact Center software or integrated to CRM software. In such integrations assignment of agents are normally managed by the integrated system. When a chat session is terminated, on the case closed event in Vergic the case meta data as well as the chat transcripts can be transferred to the integrated system.

By utilizing an integrated system, Vergic Engage partners and customers can use these integrated systems as a data storage option. Vergic Engage can then be set up to log all cases and the corresponding chat transcripts and meta data in these systems and delete the data after logging.

## Makes IT personal

Vergic is a leading global software company with headquarters in Sweden. Vergic is specialized in e-commerce and customer service online using Live chat, Co-browsing and video. We help companies and public organizations optimize and increase sales and customer experience within their online world. Our platform offers relevant and targeted engagement possibilities to each unique visitor using real time communication as if it was a real life meeting.

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