Privacy Platform Integration Stories

Integrations are key to ensuring the success of any privacy program. The following examples are true, anonymized cases that highlight the inherent complexity of building privacy automation integrations and best practices for overcoming those challenges.

MineOS

MineOS

Integration with

Marketo

supporting

Do Not Sell/Share

Marketo™
An Adobe Company

Challenge

- Existing integration doesn't support a new use case
- Team is managing "Do Not Sell/Share" requests manually

Key Takeaway: Even simple integrations with Marketo can quickly become complex. Choose a solution that provides flexibility not only for your existing needs but also for how your environment may change in the future.

- The organization needed to support a new workflow in Marketo with the introduction of Do Not Sell/Share Requests.
- In the interim, the team was manually managing Do Not Sell/Share requests while the privacy platform was automating all other requests.
- The manual approach was two pronged:
  - Unsubscribe user from all marketing communication channels
  - Add user to a global "bad list" to ensure no future communications
- Full automation was achieved with a custom approach to tailor the workflow, so the team could rely on one solution rather than half-manual intervention.

Solution

- Adjust existing integration
- Enable automated, customized new workflow that supports "Do not sell" use case

MineOS

Building a

Unique workflow

with

Multiple identifiers

Challenge

- Personal data is stored using multiple identifiers (phone, email, both)
- Verifying data and automating DSR process required a unique workflow

Key Takeaway: Every organization has unique datasets and thus, unique needs for DSR handling. Choose a solution that focuses on custom integrations over out-of-the-box standard integrations.

- The organization conducts many surveys which enable survey-takers to self identify under different criteria for different surveys. Sometimes it's phone, sometimes it's email, sometimes both.
- Standard pre-built integrations can't handle the complexity of this dataset when users would request for their data to be deleted.
- Custom integrations were required to ensure data discovery based on multiple criteria and data verification at every step of the workflow.

Solution

- A custom and automated workflow was quickly created to support the unique needs of this organization

MineOS

Integration with

Salesforce

supporting

Anonymization of data vs deletion

salesforce

Challenge

- There was a need to support deletion requests while also retaining the state of critical records in Salesforce, requiring manual intervention

Key Takeaway: With flexible technology for integrations, creative solutions can be found that enable compliance without negatively impacting the business.

- Due to the use of Salesforce as a data nucleus for other important activities, the company wasn't comfortable deleting any data from Salesforce.
- Incoming deletion requests had to be satisfied, however, creating issues where records deleted from Salesforce caused errors in other systems
- A solution to anonymize data from certain objects in Salesforce, not all of them, was proposed and implemented

Solution

- MineOS created a tailored solution that allowed selective anonymization of PII while retaining data in certain Salesforce components

MineOS

Building a

Unique workflow

enabling a

DSR Delay

Challenge

- DSRs are being created by users who have open or pending orders in the e-comm site
- Addressing the DSR would delete PII that is required for order fulfillment

Key Takeaway: Many industries have unique use-cases for DSR automation that won't work out-of-the-box. The ability to customize integrations is key to success.

- Customers of this e-Commerce vendor are sending DSRs despite having open and pending orders with the platform leaving the organization in a lose-lose situation:
  - Delete the personal data and not be able to complete the open order
  - Not address the DSR and violate compliance
- To solve this, the organization decided to keep a list of customers who had submitted DSRs and had open orders, and set reminders to manually follow-up and complete the DSR once the order was fulfilled
- Taking this one step further, the organization built a custom integration to validate whether a DSRs had an open order or not, in the case that they do, reject the DSR requests and schedule the DSR completion after the order fulfillment

Solution

- MineOS created an integration to reject/delay deletion requests when orders were pending, and schedule future deletions based on timeline criteria

MineOS

Integration with

ServiceNow

supporting

Multi-step orchestration

servicenow

Challenge

- Company required notifications to be sent to ServiceNow whenever data deletion processes encountered errors or involved certain databases

Key Takeaway: Sometimes it's preferable to involve other tools in tasks that originate in from MineOS, and with creativity in integration this can bring a successful result.

- Certain databases require extra caution when deleting information
- Upon completing DSRs and deleting data from these certain databases, the organization required a notification sent to ServiceNow with details
- In addition, the organization wanted the ability to complete a second orchestration step once the notification in ServiceNow was addressed that pushed the ticket back to the MineOS portal for full completion of the DSR
- MineOS easily built this two-step integration action to support their unique use case

Solution

- MineOS built an integration that triggered notifications to ServiceNow and sent updates upon completion, automating further actions within their workflow

Complex integrations are inevitable, but now, they're on your terms.

MineOS has completely changed the game on DSR integration support. With Infinite Integration Builder, organizations are enabled to integrate with ANY data source and easily build custom workflows. Say goodbye to out-of-the-box integrations that don't meet your unique needs. Say hello to infinity integrations.

Learn more about
Infinite Integration Builder

MineOS

THANK YOU!

MineOS