

# The EU General Data Protection Regulation (GDPR)

## – Key Things to Know

At LivePerson, we know that nothing is more important to our customers than the protection of their data, especially in light of the EU General Data Protection Regulation (GDPR) coming in May 2018. Below is an outline of what is new under GDPR and the steps LivePerson is taking in order to meet the GDPR's stricter standards as part of LivePerson's ongoing commitment to protect consumer data and help our customers comply with the GDPR.

- 1) The goal of GDPR. The GDPR is a new comprehensive data protection law that updates the existing EU privacy laws in order to strengthen them and give European consumers better control over their personal data in the digital world. The new regulation also creates a single set of privacy rules that apply uniformly across the EU and are directly enforceable in each EU member state.
- 2) Personal data at LivePerson. As part of our service to you, LivePerson may collect and store your customers' personal data, such as name, address, etc., from chat/messaging transcripts and other sources. LivePerson implements stringent security measures to ensure that data is protected on our systems. For an overview of those measures, please visit [www.liveperson.com/security](http://www.liveperson.com/security).
- 3) Changes under GDPR. GDPR only has a few (but important) changes as compared to existing EU privacy rules. We understand your concern around how technology vendors such as LivePerson can help you address these changes, which include increased security standards, breach notification and, most importantly, rights of consumers to access and correct their data ('data portability'), or have their data deleted ('right to be forgotten').
- 4) LivePerson's GDPR readiness. Because LivePerson has had European operations for years, we are familiar with these types of data privacy rules. As such, we have the answers you are looking for when thinking about data privacy. A few highlights:
  - a. At LivePerson, we have robust security measures in place designed to meet and exceed your security requirements. We are upgrading our security infrastructure as needed in order to achieve compliance with the GDPR's requirements by May 2018.
  - b. Personal data of EU consumers is generally hosted on our European servers, and any transfers are pursuant to a valid transfer mechanism that protects the data once it leaves the EEA, such as a data processing addendum (DPA) and the EU-U.S. and Swiss-U.S. Privacy Shield Certifications.
  - c. We already offer a number of state-of-the-art data protection measures, including tokenization technology on payment card (PCI) forms, automated masking of chat transcripts, and optional AES encryption for data at rest.
  - d. For our SMS feature, we have enabled message body redaction and phone number redaction to ensure that this personal consumer information is not stored outside of LiveEngage.
  - e. Our Product teams are working to design mechanisms and procedures to help you manage requests from data subjects for access to personal data and rectification, portability and deletion of personal data. We currently expect to complete any required changes by May 2018.
  - f. We regularly update our global privacy policy to address new requirements: <https://www.liveperson.com/policies/privacy>.

Please do not hesitate to reach out to your account executive with any questions or concerns.