

Right to be Forgotten Requests

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Bluecore is a first-party data processor that collects personal and general data on customers who interact with our customer's products and services. Bluecore is committed to maintaining compliance with applicable data privacy regulations including, but not limited to, the General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA) for both itself and its customers.

When Bluecore receives a Right to be Forgotten requests, the personal data is obfuscated within the system.

ⓘ These requests do not remove the entire Customer Profile associated with the email address or phone number, just disable it from being used as an identifier.

There are two ways to process a Right to be Forgotten request: manually submitting a request in the Bluecore platform, or through managed feed via SFTP in Files.com.

While Bluecore supports both options for Right to be Forgotten requests, we recommend a managed feed for ease of use and more automated options.

⚠ The CCPA Right to Forget can be accepted via a managed feed. Other CCPA requests, such as Right to Know and Right to Correct, still require an email to Bluecore Support.

Managed Feed

Right to be Forgotten requests submitted via managed feed must be separated by data type (email or phone number) and request type (GDPR or CCPA).

Folder location

Use SFTP to transfer GDPR requests to your Bluecore Files.com directory. Place the files either directly in your privacy folder or in any subfolder within it.

File name

Use the following naming convention: <requestType>_<dataType>_YYYYMMDDHH.csv.

Valid Request Types:

- CCPA
- GDPR
- Privacy
- RTBF

ⓘ No matter which request type you put in the file name, they will show as Right to be Forgotten requests when viewing in Bluecore.

Valid Data Types:

- Email
- SMS

i Only put email addresses in email files and phone numbers in SMS files. Files containing both email addresses and phone numbers will fail.

YYYYMMDDHH represents a date and time in the following format: year (YYYY), month (MM), day (DD), and hour (HH).

i The system processes a maximum of 24 uniquely named files per day. To prevent processing errors, update the hour (HH) value in the file name.

File name examples:

- CCPA_email_2024010113.csv
- GDPR_SMS_2024013101.csv

File contents

Each value in the CSV must correspond to either an email address or phone number in your Customer Site's Customer Data records.

Email files must have email addresses in a valid email format, for example username@domain.

SMS files must contain phone numbers in the E.164 format.

i If a user profile has both an email address and a phone number associated with it and you submit the email in a request, only the email will be removed. You will need to submit the phone number separately to remove both IDs.

There is a limit of 5,000 email addresses or phone numbers that can be processed in a single file. For submissions of over 5,000 IDs, split them up into separate files.

If the file upload fails, the system will not retry. Contact that team via email at support@bluecore.com with any questions and help on getting your request successfully submitted.

Submit a privacy request in Bluecore

Submissions of less than 100 IDs or special one-off Right to be Forgotten requests can be submitted by Client Admins within Bluecore.

To submit a privacy request, complete the following:

1. Navigate to  **Data**, then **Privacy Requests**. The Privacy Compliance page opens.
2. Click **Privacy Request** and click **Right to be Forgotten** request. The New Privacy Request page opens.

3. In the Request Settings, select either email address or phone number, depending on which IDs you have.
4. Enter the IDs into the box, making sure they are separated by a comma or new line.
5. As you enter in the IDs, the page automatically checks that they are in a valid format. Any invalid IDs will display in the **IDs with Invalid Format** section.
6. When you're finished, click **Submit Privacy Requests**. The request is submitted.

Managing failed privacy requests submitted through Bluecore

Privacy requests with a Failed status were not successful.

Bluecore does not automatically retry any failed requests.

If you need more information on how to fix a failed request, email the Customer Support team at support@bluecore.com.

View a privacy request in Bluecore

On the Privacy Compliance page, Client Admin and Data Managers can view an audit trail of all requests from the past two years, both submitted within Bluecore or submitted via SFTP or managed feed.

 To view any request older than two years, contact Bluecore Customer Support at support@bluecore.com.

You can filter the requests by the following:

- Date of the request
 - The date the request was submitted
- Status
 - The request's status
- ID type
 - The request type, either Email or Phone number
- Search identifier
 - A free text field where you can search for an email address or phone number.