Privacy compliance

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Bluecore is committed to customer privacy and supports the Right to be Forgotten (RTBF), Data Subject Asset Requests (DSAR), General Data Protection Regulation (GDPR), and the California Consumer Privacy Act (CCPA).

For more information, see Bluecore's Privacy Policy.

Consent management

To see Bluecore's recommendations, see Consent Management.

Customer Right to Be Forgotten requests

You can submit Right to Be Forgotten requests by either email or via a managed feed using the requesting customer's email address or phone number.

> DSAR requests can only be processed by email.

Upon receiving the request, the customer's eligibility status updates to unsubscribed for email and/or SMS/MMS.

> Never send any Protected Health Information (PHI) to Bluecore.

Email Right to Be Forgotten requests

Send the customer's email or phone number and your namespace to privacy@bluecore.com.

Requests are processed within two to three business days.

Managed feed Right to Be Forgotten requests

If you prefer to manage Right to be Forgotten requests yourself or submit large batches, you can use afeed to process those requests.

Files are processed once per day, and the files are deleted after being processed.

> For more information on how to set up a managed feed for Right to Be Forgotten requests, contact your Customer Success Manager.

Right to Be Forgotten data implications

After a customer's Right to Be Forgotten request processes, they may look like they are unsubscribed, but they will have permanent and irrevocable changes to their eligibility:

- Customers no longer appear in audiences, including previously computed audiences

- Customers will not be re-identified in the future
- Customers can no longer subscribe to new marketing emails or subscriptions in the future, even if they explicitly opt-in or attempt to re-submit their information.

ⓘ Customers will still receive transactional communication, like order confirmations.