

Supporting Your EU GDPR Compliance Journey

With Microsoft Dynamics 365 for Marketing

Release 1



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Disclaimer

This white paper is a commentary on the GDPR, as Microsoft interprets it, as of the date of publication. We've spent a lot of time with GDPR and like to think we've been thoughtful about its intent and meaning. But the application of GDPR is highly fact-specific, and not all aspects and interpretations of GDPR are well-settled.

As a result, this white paper is provided for informational purposes only and should not be relied upon as legal advice or to determine how GDPR might apply to you and your organization. We encourage you to work with a legally qualified professional to discuss GDPR, how it applies specifically to your organization, and how best to ensure compliance.

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Introduction

On May 25, 2018, a European privacy law is due to take effect that sets a new global bar for privacy rights, security, and compliance. If your organization is a [Microsoft Dynamics 365 for Marketing](#) customer that finds itself considered data controller (see Key GDPR Compliance Roles below) as defined by the General Data Protection Regulation, or GDPR, this white paper is addressed to you.

The GDPR is fundamentally about protecting and enabling the privacy rights of individuals. The GDPR establishes strict privacy requirements governing how you manage and protect personal data while respecting individual choice—no matter where data is sent, processed, or stored.

Microsoft and our customers are now on a journey to achieve the privacy goals and mandates of the GDPR. At Microsoft, we believe privacy is a fundamental right, and we believe that the GDPR is an important step forward for clarifying and enabling individual privacy rights. But we also recognize that the GDPR will require significant changes by organizations all over the world, including Microsoft.

We have outlined our commitment to the GDPR and how we are supporting our customers within the [“Get GDPR compliant with the Microsoft Cloud”](#) blog post by our Chief Privacy Officer [Brendon Lynch](#) and the [“Earning your trust with contractual commitments to the General Data Protection Regulation”](#) blog post by [Rich Sauer](#) - Microsoft Corporate Vice President & Deputy General Counsel.

Although your journey toward GDPR compliance may seem challenging, we are here to help you. For specific information about the GDPR, our commitments and beginning your journey, please visit the [GDPR section of the Microsoft Trust Center](#).

Using This Document

The GDPR is new and your organization will need to develop its own interpretation as to how it applies to your business. Dynamics 365 for Marketing can be an important part of your journey toward GDPR compliance. The purpose of this document is to provide you with some basic understanding of the GDPR and relate that to Dynamics 365 for Marketing. While compliance with the GDPR is mandatory in specific situations outlined below, it is not a “check box” exercise. It is also a way to enhance your overall data protection and privacy capabilities.

Throughout this document you will find references to specific GDPR sections (e.g. Article 7). These are provided as a reference to better connect your understanding of the GDPR with capabilities related to Dynamics 365 for Marketing. It is **NOT** meant to imply that by using specific features or capabilities within Dynamics 365 for Marketing, your organization then complies with a specific requirement of the GDPR.

While this GDPR-related white paper is focused on Dynamics 365 for Marketing, GDPR white papers have been created for all the [Dynamics 365 Customer Engagement Plan Business Applications](#) that includes:

- Dynamics 365 for Sales
- Dynamics 365 for Customer Service

- Dynamics 365 for Project Service Automation
- Dynamics 365 for Field Service

A similar set of GDPR-related white papers have been developed for the [Dynamics 365 Unified Operations Plan Business Applications](#) that includes:

- Dynamics 365 for Finance and Operations
- Dynamics 365 for Retail
- Dynamics 365 for Talent

In addition to the Dynamics 365 for Marketing capabilities outlined in this white paper, Microsoft has announced the [Compliance Manager](#) as a cross-Microsoft Cloud services solution designed to help organizations meet complex compliance obligations like the GDPR. It performs a real-time risk assessment that reflects your compliance posture against data protection regulations when using Microsoft Cloud services, along with recommended actions and step-by-step guidance. [Learn more about Compliance Manager and how to access the preview.](#)

The first few sections of this document will provide an overview of the GDPR and suggest an approach for how you can think about both enhancing your data protection capabilities as well as how you may want to think about complying with the GDPR as expressed in four stages – Discover, Manage, Protect and Report.

The next sections go into specific detail for how Microsoft Dynamics 365 for Marketing can help address your needs in each of the four stages.

Shared Responsibility Model

As you read through this document, keep in mind that your compliance with the GDPR involves your role as a “controller” and, in some cases, Microsoft as a “processor”. These roles are defined in the GDPR overview section further below. Depending upon which of the Dynamics applications you have, you may find that you are both controller and processor, or have a shared responsibility with Microsoft.

In a recent publication, [Shared Responsibilities for Cloud Computing](#), Microsoft outlines the types of responsibilities it shares with its customers that can vary from the traditional on-premises IT environment to the Cloud environments that have come to be known as Infrastructure as a Service (IaaS), Platform as a Service (PaaS), and Software as a Service (SaaS). The shared responsibility model for these IT environments are summarized graphically below.

As this model relates to how you utilize Microsoft Dynamics, you will find that you have a version that:

- Runs on-premises where you are in both the controller and processor roles. Microsoft may provide important features but is not directly involved with your GDPR compliance.
- Is an on-premises version of Dynamics but you are using IaaS to host the solution. You remain the controller and processor, but Microsoft provides important controls for you.
- Is a SaaS version of Dynamics (e.g., Dynamics 365) where you are the controller and Microsoft is the processor and provides important controls.

Responsibility	On-Prem	IaaS	PaaS	SaaS
Data classification & accountability	Cloud Customer	Cloud Customer	Cloud Customer	Cloud Customer
Client & end-point protection	Cloud Customer	Cloud Customer	Cloud Customer	Cloud Customer / Cloud Provider
Identity & access management	Cloud Customer	Cloud Customer	Cloud Customer / Cloud Provider	Cloud Customer / Cloud Provider
Application level controls	Cloud Customer	Cloud Customer	Cloud Customer / Cloud Provider	Cloud Provider
Network controls	Cloud Customer	Cloud Customer / Cloud Provider	Cloud Provider	Cloud Provider
Host infrastructure	Cloud Customer	Cloud Customer / Cloud Provider	Cloud Provider	Cloud Provider
Physical security	Cloud Customer	Cloud Provider	Cloud Provider	Cloud Provider

Legend: Cloud Customer (Blue), Cloud Provider (Grey)

Additional information about the responsibilities outlined in this model can be found in the Microsoft publication *Shared Responsibilities for Cloud Computing* referenced above.

The GDPR and Its Implications

The GDPR is a complex regulation that may require significant changes in how you gather, use and manage personal data. Microsoft has a long history of helping our customers comply with complex regulations, and when it comes to preparing for the GDPR, we are your partner on this journey.

The GDPR imposes new rules on organizations established in the EU and on organizations – wherever they are located – that offer goods and services to people in the European Union (EU) or that monitor the behavior of people that takes place in the Union. Among the key elements of the GDPR are the following:

- **Enhanced personal privacy rights** - strengthened data protection for individuals within the European Union (EU) by ensuring they have the right to: access their personal data, correct inaccuracies in that data, have their personal data erased upon request, object to the processing of their personal data, and move their personal data;
- **Increased duty for protecting personal data** - reinforced accountability of companies and public organizations that process personal data, providing increased clarity of responsibility in ensuring compliance;
- **Mandatory personal data breach reporting** - companies are required to report personal data breaches to their supervisory authorities without undue delay, and generally no later than 72 hours; and

- **Significant penalties for non-compliance** - steep sanctions, including substantial fines that are applicable whether an organization has intentionally or inadvertently failed to comply.

As you might anticipate, the GDPR can have a significant impact on your business potentially requiring you to update personal privacy policies, implement / strengthen personal data protection controls and breach notification procedures, deploy highly transparent policies, and further invest in IT and training.

Key GDPR Compliance Roles

As noted in the Shared Responsibility section, above there are specific roles defined within the GDPR that are important to keep in mind as you look at your compliance efforts and how your technology vendors, like Microsoft, impact those efforts. The GDPR defines the term “data subject” as well as two roles, controller and processor, which have specific obligations under the GDPR. These are called out in Article 4 of the GDPR:

- **Data Subject** – defined as, “an identified or identifiable natural person” and for the purposes of the scope of the GDPR that data subject is covered, regardless of their nationality or place of residence with the EU, in relation to the processing of their personal data.
- **Controller** – defined as, “the natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the processing of personal data.” Within the context of the GDPR, a controller does not have to be located within the EU for the GDPR to apply.
- **Processor** – defined as, “means a natural or legal person, public authority, agency or other body which processes personal data on behalf of the controller.”

It should be noted that the applicability of certain GDPR requirements may change depending on different variables such as a controller’s size (e.g., organizations defined as micro, small and medium-sized enterprises employing fewer than 250 persons); or the nature of the processing (e.g., for the purposes of prosecuting criminal offences, by the data subject in the course of a purely personal or household activity). For this reason, it is recommended that you seek legal assistance to determine your organization’s specific interpretation of the GDPR. Microsoft’s role as a controller and/or processor varies based on these definitions.

In some situations, such as holding its own employees’ data or certain types of data that can be considered as personal data, Microsoft acts as a controller using its own technologies and Cloud Services or technologies and Cloud Services from others.

There are also situations, such as with a Cloud Service like Dynamics 365 for Marketing, where Microsoft can act as a processor since a customer in the role of a controller is dependent upon Microsoft, as a processor, to provide capabilities upon which a controller will depend to meet its obligations such as in the area of notification of a personal data breach. For more information on how Microsoft addresses these obligations visit the [Microsoft Dynamics Trust Center](#).

Personal Data

Data Definitions

As part of your effort to comply with the GDPR, you will need to understand both the definitions of personal and sensitive data and how they relate to the types of data held by your organization within Dynamics 365 for Marketing. Based on that understanding you will be able to discover how that data is created, processed, managed and stored.

The GDPR considers personal data to be any information related to an identified or identifiable natural person. That can include both direct identification (i.e., your legal name) and indirect identification (i.e., specific information that makes it clear it is you the data references).

The GDPR makes clear that the concept of personal data includes online identifiers (e.g., IP addresses, device IDs) and location data.

Sensitive data are special categories of personal data which are afforded enhanced protections and generally requires an individual's explicit consent where these data are to be processed.

Information relating to an identified or identifiable natural person (data subject) - examples

- Name
- Identification number (e.g., SSN)
- Location data (e.g., home address)
- Online identifier (e.g., e-mail address, screen names, IP address, device IDs)

Data Pseudonymization

The GDPR also addresses the concept of pseudonymous data, or personal data which has been separated from its direct identifiers so that linkage to an identity is no longer possible without additional information which is being stored separately. This is different from anonymized data, where the direct link to personal data is destroyed. With anonymized data, there is no way to re-identify the data subject and, therefore, it is outside the scope of the GDPR.

As noted in the GDPR (Recital 28), "The application of pseudonymization to personal data can reduce the risks to the data subjects concerned and help controllers and processors to meet their data-protection obligations. The explicit introduction of 'pseudonymization' in this Regulation is not intended to preclude any other measures of data protection."

If your organization pseudonymizes your data you may benefit from the relaxation of certain provisions of the GDPR, such as personal data breach notification requirements. The GDPR also encourages pseudonymizing in the interests of enhancing security and as a privacy by design measure.

You will have very strong incentives to employ data pseudonymizing technologies under the GDPR to mitigate your compliance obligations and manage your risks. But bear in mind, while the GDPR considers both encryption or pseudonymization as safeguards, under Article 34, breach notification may be avoided if "the controller has implemented appropriate technical and organizational protection measures...such as encryption." (GDPR Article 34)

Dynamics 365 for Marketing Data

With the data definitions outlined in the GDPR in mind, let's look at data contained in Dynamics 365 for Marketing and see how they relate. Microsoft defines specific data categories related to its online services, such as Dynamics 365 for Marketing, in the [Microsoft Online Privacy Statement](#). As noted below, some of this data will be your responsibility as the controller to manage in a way that is in line with the GDPR. This list will start you on your discovery step:

- **Customer data** is all data, including text, sound, video, or image files and software, that you provide to Microsoft or that is provided on your behalf through your use of Microsoft enterprise online services. For example, it includes data that you upload for storage or processing, as well as applications that you upload for distribution through a Microsoft enterprise Cloud service. Customer data does not include administrator or other contact data, payment data, or support data.
- **Content** is a subset of customer data and includes, for example, Exchange Online email and attachments, Power BI reports, SharePoint Online site content, IM conversations, or data about your interactions with customers.
- **Administrator data** is the information about administrators supplied during signup, purchase, or administration of Microsoft services, such as names, phone numbers, and email addresses. It also includes aggregated usage information and data associated with your account, such as the controls you select. We use administrator data to provide services, complete transactions, service the account, and detect and prevent fraud.
- **Payment data** is the information you provide when making online purchases with Microsoft. It may include a credit card number and security code, name and billing address, and other financial data. We use payment data to complete transactions, as well as to detect and prevent fraud.
- **Support data** is the information we collect when you contact Microsoft for help, including what you supply in a support request, results from running an automated trouble shooter, or files that you send us. Support data does not include administrator or payment data.

All these data categories may contain personal data subject to the GDPR.

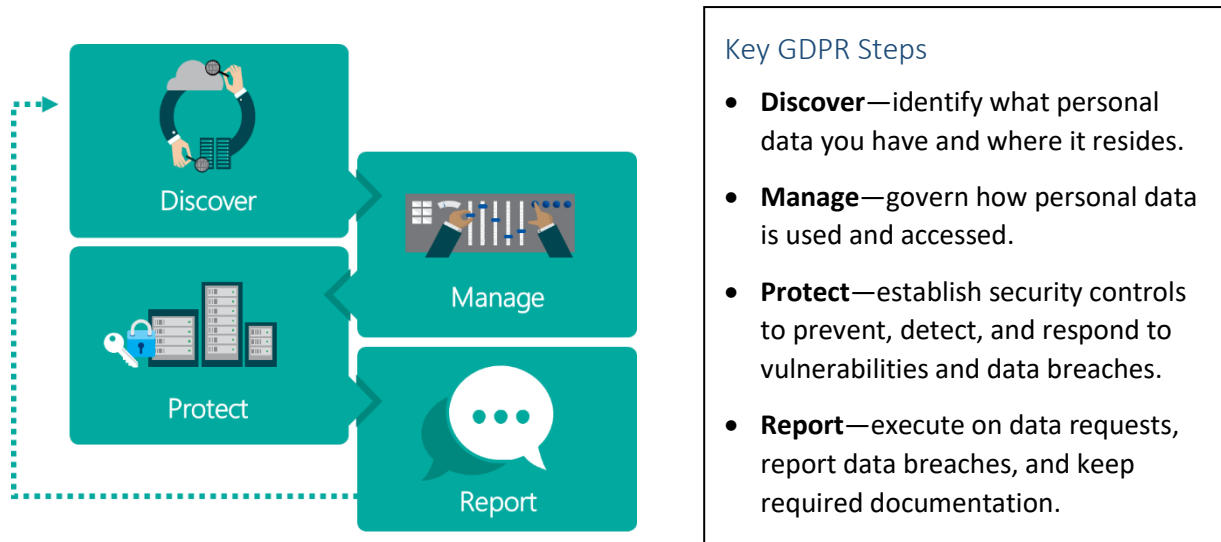
Journey Toward GDPR Compliance

Four Stages to Follow

Where do you begin? How do you start the journey toward GDPR compliance as you utilize the Dynamics 365 for Marketing services and applications?

In the general white paper [“Beginning your General Data Protection Regulation \(GDPR\) Journey”](#), we addressed topics such as an introduction to GDPR, how it impacts you and what you can do to begin

your journey today. We also recommended that you begin your journey to GDPR compliance by focusing on four key steps:



For each of the steps outlined in the general white paper referenced above, we outlined example tools, resources, and features in various Microsoft solutions that can be used to help you address the requirements of that step. While this white paper for Dynamics 365 for Marketing is not a comprehensive “how to,” we have included links for you to find out more details, and more information is available at Microsoft.com/GDPR.

Given how much is involved, you should not wait to prepare until GDPR enforcement begins. You should review your privacy and data management practices now. The balance of this white paper is focused on how Dynamics 365 for Marketing can support your compliance with the GDPR, following the four steps introduced above, as well as approaches, recommended practices, and techniques to support your ongoing GDPR compliance journey.

Microsoft Dynamics 365 for Marketing and the GDPR

As described above, the scope of GDPR is intended to apply to the processing of personal data whatever technology is used. Because Microsoft Dynamics 365 for Marketing may be used to process personal data there are certain requirements within the GDPR (as noted by the references to regulation Articles contained in the GDPR below) where Dynamics 365 for Marketing users should pay close attention (but this is not to the exclusion of other Articles containing GDPR requirements with which you must comply):

- **Consent** (Article 7) - Under the new regulation, there must be a basis for any processing. If the basis is consent, that consent must be demonstrable and “freely given.” Furthermore, the data subject must also have the right to withdraw consent at any time. This may change how marketing and sales activities are managed.

- **Rights to access** (Article 15), **rectification** (Article 16), and **erasure** (Article 17)- Under the GDPR, mechanisms need to be provided for data subjects to request access to their personal data and receive information on the processing of that data, to rectify personal data if incorrect, and to request the erasure of their personal data, sometimes known as the “right to be forgotten.” You should ensure that any personal data that is requested to be erased or corrected does not conflict with other obligations you may have around data retention (e.g., proof of payment, proof of tax).
- **Documentation** (Articles 24 and 30) - An important aspect of the GDPR is to maintain audit trails and other evidence to demonstrate accountability and compliance with the GDPR requirements, and to maintain an inventory of your organization’s personal data detailing categories of data subjects and the personal data held by the organization.
- **Privacy by design** (Article 25) is a key element of the GDPR. It requires controllers and processors to implement the necessary privacy controls, safeguards, and data protection principles, such as minimizing the data collected, not just at the time of processing but, in advance, when determining the means of processing.
- **Data security** (Articles 25, 29, and 32) – The GDPR requires controllers and processors to control access to personal data (e.g., role-based access, segregation of duties) and implement appropriate technical and organizational measures to protect the confidentiality, integrity, and availability of that data and processing systems.

The capabilities of Dynamics 365 for Marketing described in this white paper are designed to help you get started on your journey to GDPR compliance. The Trust Center highlights our [four trust pillars](#).

- **Security** – Dynamics 365 for Marketing is built using the [Security Development Lifecycle](#), a mandatory Microsoft process that embeds security requirements into every phase of the development process. Azure Active Directory helps protect Dynamics 365 for Marketing from unauthorized access by simplifying the management of users and groups and enabling you to assign and revoke privileges easily.

For example, Microsoft uses encryption technology to protect your data while at rest in a Microsoft database and when it travels between user devices and our Azure datacenters. Dynamics 365 for Marketing production environments are monitored to help protect against online threats by using distributed denial-of-service (DDoS) attack prevention and regular penetration testing to help validate security controls. At the interface with the public network, Microsoft uses special-purpose security devices for firewall, NAT, and IP filtering functions.

- **Privacy** – You are the owner of your data. We do not mine your data for advertising. If you ever choose to terminate the service, you can take your data with you. Microsoft is the custodian or processor of your data. We use your data only for purposes that are consistent with providing the services to which you subscribe. If a government approaches us for access to your data, we redirect the inquiry to you, the customer, whenever possible. We have challenged, and will challenge in court, any invalid legal demand that prohibits disclosure of a government request for customer data.

- **Compliance** – Microsoft complies with leading data protection and privacy laws applicable to Cloud services, and our compliance with world-class industry standards is verified by third parties. As with all our Cloud services products, Dynamics 365 for Marketing is enabled to help customers comply with their national, regional, and industry-specific laws and regulations.
- **Transparency** – In line with the tenets of the GDPR, we provide you with clear explanations about where your data is stored and how we help secure it, as well as who can access it and under what circumstances. Further, if you have requested notifications, we will notify you about changes in our service operations. For more information, see [Dynamics 365 Transparency](#).

If your organization collects, hosts or analyzes personal data of EU residents, the GDPR requires you only use third-party processors, such as Microsoft, who provide the required guarantees of compliance set out in Article 28 of the GDPR.

Dynamics 365 for Marketing and the GDPR Journey

In this section, you will see how the key features within Dynamics 365 for Marketing can be brought to bear on the important steps of your journey toward GDPR compliance – Discover, Manage, Protect, and Report. It should be noted that there are many other ways of achieving GDPR compliance and you can always adjust your Dynamics 365 for Marketing solution design to your exact business and solution requirements.

Key Messaging

Dynamics 365 for Marketing helps you comply with GDPR regulations to:

- Obtain explicit consent from customers to process their data by providing tools to create notifications to inform customers about how their data will be used.
- Respect Data Subject Rights by
 - Enabling your customers to request rectification, erasure, or transfer of their personal data.
 - Enabling portability of your customers' personal data in a commonly used and machine-readable format.
 - Incorporating privacy-by-design and privacy-by-default methodologies into the design of your systems.
 - Increasing data security by providing you with multiple ways to grant or restrict access to personal data and also encrypting personal data at rest and in transit.
 - Enabling audit trails to help document compliance with GDPR regulations.
 - Reduce the transfer of personal data (except for directory data) outside the EU.

Discover - Search for and identify personal data

Dynamics 365 for Marketing provides multiple methods for you to search for personal data within records such as: Advanced Find search, Quick Find, Relevance Search, and Search for records. These functions all enable you to identify (find) personal data.

The following topics illustrate how to use the Dynamics 365 for Marketing platform to search:

1. [Search for records](#) across multiple record type using the Quick Find functionality
2. [Advanced Find search](#)
3. [Relevance search](#) which allows you to search across multiple entities and returns results, sorted by relevance, in a single list. Administrators or customizers can enable and [configure Relevance Search](#) in the Dynamics 365 user interface without writing any code.
4. [Build Power BI reports](#) to filter and identify personal data.
5. Utilize the Insight Views on contacts and objects of marketing execution to identify additional data points that may contain personal data

Discover - Facilitate data classification

Dynamics 365 for Marketing offers flexibility to build out an application extension around data classification. Using the Entity and Field levels, customers can configure Forms and Views to look for personal information based on GDPR requests. At the row level, data classification can be implemented using solution customization. Without such classification search for personal data will not be available in solutions.

Customers can create the name-based or data-based classification, use a hidden entity to customize information or create a global option set to identify entities with personal information. It is possible to couple several entities to provide classification needed for future management of data through tagging.

Discover - Key Takeaways

- There is potential for personal data to reside within Dynamics 365 for Marketing that can vary across the applications you have licensed.
- Dynamics 365 for Marketing provides several reporting and [auditing capabilities](#) that can be used through reporting dashboards to identify personal data.
- Dynamics 365 for Marketing provides customers with the ability to customize, in the administrator settings console, privacy notices displayed to users in the application.
- As the controller, you are responsible for identifying personal data that you have collected and responding to Data Subject Right requests. This may require you to utilize the [customization capabilities](#) of Dynamics 365 for Marketing.
- Your organization may have other applications or services related to the Dynamics 365 for Marketing application where personal data is stored. As a controller, you are responsible for managing the personal data that flows to or from those applications or services.

Manage - Enable data governance practices and processes

Dynamics 365 for Marketing provides you with a set of features to [manage the access of both users and groups](#) to personal data. Using the Dynamics 365 for Marketing user setup, you can define roles that limit the tasks a user can perform. [Role-based security](#) lets you restrict access to specific records and limit the tasks a user can perform. [Record-based security](#) lets you restrict access to specific records. [Field-level security](#) lets you restrict access to specific high-impact fields, such as those containing personally identifiable information.

Manage – Discontinue processing on request

Applications and customizations built on Dynamics 365 for Marketing may:

- Build specific user interface for granting consent into marketing forms, pages and processes
- Provide subscription centers where users can review, rectify and revoke previously given consent and other personal information.
- Provide processes that include specific EULA that users must agree to before use
- Building your application with these capabilities is made possible through the customization tools provided with Dynamics 365 for Marketing, but the implementation is your responsibility.

Manage - Facilitate requests for the rectification, erasure, or transfer of personal data

Dynamics 365 for Marketing provides users with several tools to erase and edit personal data associated with data subjects as well as employee user accounts. Users can also manually track requests for rectification, erasure, or transfer of personal data by using either marketing processes the Customer Service Cases function (if also using the Dynamics 365 for Customer Service application) or custom solutions.

With the marketing processes customers can provide Marketing Pages where users can express their requests in regards to personal data. Marketing processes can be used to convert requests into actionable tasks and activities in Dynamics 365 and for example assign to the data protection officer for further processing.

With the Customer Service Cases function users can create support cases to track and manage data subject rights requests. The use of the SLA capabilities will help ensure requests are addressed in a timely manner. Additionally, actions taken during the lifecycle of the request can be tracked in the case, and then marked as resolved upon completion of the request.

Manage - Rectify inaccurate or incomplete personal data regarding data subjects

Dynamics 365 for Marketing offers you several methods to rectify inaccurate or incomplete personal data. You can export data to Excel Online to quickly bulk-edit multiple Dynamics 365 for Marketing records, then reimport them to Dynamics 365 for Marketing. You can also amend personal data stored as Contacts by manually amending the data element containing the target personal data.

With Dynamics 365 for Marketing you can also use the product UI to edit a single row or multiple rows directly. Customers can also build [marketing form](#) and [subscription centers](#) where data subjects can rectify personal data themselves.

In some cases, certain personal data may not be able to be modified:

- You might find that some data that qualifies as personal data can't be modified directly. Typically, this data is part of a financial transaction or other business data that must be kept "as is" for compliance with financial laws (for example, tax laws), prevention of fraud (such as security audit trail), or compliance with industry certifications, or because they represent a record of recorded interaction.
- Dynamics 365 will not provide support for modifications, customizations, or other actions that result in the corruption of referential or business data integrity.

Manage - Erase personal data regarding a data subject

Dynamics 365 for Marketing gives you several methods for erasing data regarding a data subject. You can locate the data using various search capabilities and directly deleting records, for example like employing a hard delete on the contact record representing the data subject and other records that contain personal data. Special handling upon erasure of a contact will assure that interaction data with personal information will be removed as well.

Manage - Provide data subject with their personal data in a common, structured format

Dynamics 365 for Marketing data can be exported to a static Excel file to facilitate a data portability request. Using Excel, you can then edit the personal data to be included in the portability request and then save as a commonly used, machine-readable format such as .csv or .xml.

Additionally for Dynamics 365 for Marketing a [dedicated API](#) is provided that allows customer to build extensions that retrieve additional records of captured data subject interactions that may contain personal data.

Manage - Restrict the processing of personal data

Dynamics 365 for Marketing helps to protect personal data and service availability as required by the GDPR by incorporating security measures at the platform and service levels. With Dynamics 365 for Marketing, administrative users grant and restrict user access to personal data through [security roles](#), which are composed of record-level and task-based privileges. Access to personal data can also be managed through [Field and Hierarchy level security models](#) that are enabled by Dynamics 365 for Marketing.

With Dynamics 365 for Marketing customers can also employ [consent management for data subjects](#) and build marketing processes that capture and respect the given consent and by that restrict the processing of personal data according to the given consent.

Manage – Using Dynamics 365 portal and marketing capabilities

In addition to the Manage scenarios referenced above, there are two other scenarios where the optional Dynamics 365 portal capabilities are very helpful in meeting your GDPR compliance requirements regarding two of the key provisions of the GDPR – notice and consent. These are:

- Manage - Provide detailed notice of processing activities to data subjects; and
- Manage - Collect unambiguous, granular consent from data subjects.

Consent

Dynamics 365 for Marketing include the storage, gathering, management and respecting of consent out the box. Marketing forms and subscription center can be used to document detailed notice for the purpose of data collection and processing.

Dynamics 365 portal capabilities include the ability to display custom privacy notices with detailed information to data subjects, either through a form or on a login screen on both internal and external portals. While Dynamics 365 for Marketing can provide a platform capable of hosting external-facing privacy notices, it is the responsibility of the customer to ensure that the specific language of the notice meets their obligations under the GDPR.

As to gathering unambiguous, granular consent from data subjects using the Dynamics 365 portal capabilities will allow you to request and obtain consent prior to processing personal data. When collecting personal data through a form or login on an internal or external portal, the Dynamics 365 for Marketing application allows you to create checkboxes or other elements that enable data subjects to indicate affirmative consent prior to submitting personal data.

Within these two Manage scenarios, there are specific use cases where Dynamics 365 portal capabilities are effective:

Obtaining Parental Consent

The GDPR requires that if a data subject is a child, defined by the regulation as an individual younger than 16 years old, consent must come from a parent or guardian. Obtaining this consent is your responsibility as the controller and the entity that has a direct relationship with the data subject. This can be done offline through manual mechanisms (e.g., school registration processes), or online if you use an identity provider that you trust to either block the use by minors or to properly obtain parental consent and provide that evidence to you on account signup.

Dynamics 365 for Marketing extends the schema for “contacts” that enable you as the customer to add fields indicating if a person is a minor, and if so, whether parental consent has been obtained. Here again, you as a Dynamics 365 for Customer Service customer are responsible for the data set in those fields.

The Dynamics 365 portal capabilities can be set to block the use of the service by minors or by minors without parental consent. You should test this setting on portal sign in since it is turned off by default. It is your responsibility as a Dynamics 365 for Marketing customer to enable and provide verbiage on the resulting screens.

Terms and Conditions

The Dynamics 365 portal capabilities can be configured to display public privacy and other legal terms on the site. While this is your responsibility as a Dynamics 365 for Marketing customer, Dynamics 365 portal capabilities can be configured to ensure that portal users consent to the terms of conditions of the site at the point of sign in. This consent is tracked and can be seen in the audit records for the contact. Terms can change over time and new consent can be required by changing the date on the terms.

Consent

Beyond the situation of consent of a child as covered above, other explicit consent for marketing or other activity tracking can be configured as fields on the profile form in the portal and tracked as fields on the contact record and available in the audit records. Anonymous forms may be used to collect personal data and consent can be configured on those forms by adding additional fields for obtaining consent and requiring the consent to be granted before accepting the form data.

Personal Data

Dynamics 365 for Marketing offers the concept of subscription centers which provide an easy way allow data subjects to review and rectify some of their personal data.

Personal information can also be made visible to users of the Dynamics 365 portal capabilities through fields on the profile form and other configurations exposed on the Dynamics 365 portal capabilities to make all personal data visible to portal users. The portal profile system can be used to make direct data corrections possible by the portal user.

The Dynamics 365 portal capabilities store all data in the Dynamics 365 for Marketing instance and the features of Dynamics 365 for Marketing can be used to discover records and service GDPR requests. The Dynamics 365 portal capabilities is a configurable feature, and it is your responsibility to ensure that you configure Dynamics 365 portal capabilities to meet your specific requirements and can meet all GDPR requirements.

Audit

Record keeping and the ability to support any future audits of your compliance against GDPR requirements is important. The Dynamics 365 portal capabilities will track authenticated sessions and which data has been accessed through the portal. This audit information can be used to help determine the scope of a data breach and to identify which data subjects need to be notified of such breach.

Manage – Key Takeaways

- Make sure any templates and controls around the exporting and importing functions built into Dynamics 365 for Marketing are consistent with your interpretation of the GDPR requirements.
- The Dynamics 365 portal capabilities can be an option to help with GDPR consent, particularly related to children, and notification requirements.

Protect - Data protection and privacy by design and default

Dynamics 365 for Marketing services are developed using the Microsoft [Security Development Lifecycle](#), which incorporates privacy-by-design and privacy-by-default methodologies, and in accordance with [Microsoft privacy policies](#). To demonstrate Microsoft's commitment to the privacy and security of customer data, core Dynamics 365 for Marketing services are audited at least annually against various [compliance offerings](#), including ISO 27001, ISO 27018 and SOC 1 Type 2.

Protect - Secure personal data through encryption

[Dynamics 365 for Marketing](#) uses technology such as [Transparent Data Encryption](#) (TDE) to encrypt data at rest, and Transport Layer Security (TLS) to secure communication between services. For Dynamics 365 for Marketing, Microsoft SQL Server cell level encryption is available for a set of default entity attributes that contain sensitive information.

Protect - Secure personal data by leveraging security controls that ensure the confidentiality, integrity, and availability of personal data

Dynamics 365 for Marketing offers multiple tools to help safeguard data according to an organization's specific security and compliance needs, including: [Security concepts for Dynamics 365](#), which helps protect data integrity and privacy in a Dynamics 365 for Marketing organization. Dynamics 365 for Marketing provides you with a set of features to [manage the access of both users and groups](#) to personal data. Using the Dynamics 365 for Marketing user setup, you can define roles that limit the tasks a user can perform. [Role-based security](#) lets you restrict access to specific records and limit the tasks a user can perform. [Record-based security](#) lets you restrict access to specific records. [Field-level security](#) lets you restrict access to specific high-impact fields, such as those containing personally identifiable information.

Protect - Detect and respond to data breaches

Dynamics 365 for Marketing deploys security measures intended to prevent and detect data breaches, including software to provide intrusion detection and distributed denial-of-service (DDoS) attack prevention. Microsoft responds to incidents involving data stored in Microsoft datacenters by following a Security Incident Response Management process. Microsoft will also notify affected Microsoft customers with enough details to conduct their own investigations, and to meet any commitments they have made while not unduly delaying the notification process.

Protect - Facilitate regular testing of security measures

Dynamics 365 for Marketing provides administrative users with audit functionality that can help identify opportunities and improve the security posture to protect personal data, in addition to detecting data breaches. Microsoft also conducts ongoing monitoring and testing of Dynamics 365 for Marketing security measures. These include ongoing threat modeling, code review, security testing, live site penetration testing, and centralized security logging and monitoring.

Protect – Key Takeaways

- Dynamics 365 for Marketing is enabled to help customers comply with their national, regional, and industry-specific laws and regulations.
- You can use the [security concepts for Dynamics 365](#) to protect the data integrity and privacy in a Dynamics 365 for Marketing organization
- Microsoft Dynamics 365 for Marketing supports an [auditing capability](#) where entity and attribute data changes within an organization can be recorded over time for use in analysis and reporting purposes.

Report - Maintain audit trails to show GDPR compliance

Dynamics 365 for Marketing allows you to track and record data changes in a Dynamics 365 for Marketing environment. The data and operations that can be audited in Dynamics 365 for Marketing include: the creation, modification, and deletion of records; changes to the shared privileges of records; the addition and deletion of users; the assignment of security roles; and the association of users with teams and business units. You can use [these logging and auditing tools](#) to record the resolution of rights requests by a data subject, and to log events associated with amending, erasing, or transferring personal data.

Report - Track and record flows of personal data into and out of the EU

Dynamics 365 for Marketing lets you reduce the need for transfer of personal data (except for directory data needed to authenticate your access to the online service) outside of the EU by enabling you to select a region or a national Cloud during the initial setup of services, and to [store your data](#) in any of Azure datacenters around the globe. These choices include multiple regional choices within Europe as well as the German sovereign data storage region.

Additionally, Microsoft has made [several contractual commitments](#) related to Dynamics 365 that enable the appropriate flow of personal data within the Microsoft ecosystem. Microsoft has implemented EU Model Clauses and is certified to the EU-US Privacy Shield framework.

Report - Track and record flows of personal data to third-party service providers

Dynamics 365 for Marketing customers acting as controllers are responsible for tracking distribution of personal data to third parties by their custom services and applications hosted on Dynamics 365 for Marketing. Microsoft [maintains an inventory](#) of third-party service providers who may have access to customer data and is expanding that process to additional products and scenarios to meet GDPR compliance needs.

Report - Facilitate Data Protection Impact assessments

Dynamics 365 for Marketing enables you to use the Dynamics 365 [audit log](#), so you can track and record processing activities across the Dynamics 365 ecosystem to inform a Data Protection Impact Assessment (DPIA) processes.

In addition, to help customers seeking information that may be useful in performing a DPIA addressing their use of Dynamics 365 for Marketing, Microsoft provides detailed information regarding its privacy standards, its collection and processing of customer data, and the security measures used to protect that data. This information, accessible via the Microsoft Trust Center, includes: [what data Microsoft collects and processes](#); [Microsoft privacy standards](#); [access to data controlled by Microsoft](#); [details on Dynamics 365 security measures](#); and [details regarding the Microsoft privacy reviews process](#).

Report – Key Takeaways

- Dynamics 365 for Marketing is enabled to help customers comply with their national, regional, and industry-specific laws and regulations
- Dynamics 365 for Marketing has implemented security and privacy controls. These reports include [SOC 1 Type 2 reports](#), [ISO/IEC 27001](#) and [ISO/IEC 27018](#) audit reports, and [Security assessment](#) reports.

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