

PUTTING YOU ON THE PATH:

Data Privacy, the GDPR, and Elastic Path Commerce

On May 25, 2018, all businesses that engage with European citizens were required to adhere to new data privacy practices, under The General Data Protection Regulation (GDPR) in Europe. The GDPR has created inescapable global implications for companies around the world who have had to rework their privacy policies and implement consent practices.

Even if a company doesn't engage directly with European citizens, the trend is clear, data protection reforms are on the rise in many countries.

ENABLING COMPLIANCE: ELASTIC PATH COMMERCE

ENFORCE DATA POLICIES

Elastic Path has developed business user-friendly tools that enable you to configure, manage and enforce your data policies with its advanced, flexible solution, Elastic Path Commerce. Elastic Path Commerce's capabilities aim to support customer rights while maintaining your ability to seamlessly run your business.

STREAMLINE CUSTOMER CONSENT

Our technology enables you to capture consent, manage consent, and delete a customer's information with the click of a button – without having to rewrite any code. With streamlined tools to import and capture consent, Elastic Path Commerce also allows businesses to create pages and features to re-engage legacy shoppers in compliance with new consent policies.

EASY REFERENCE DASHBOARD

Elastic Path Commerce presents a dashboard that allows companies to create new data policies and specify what data points should be included in store-specific policies. Each data point refers to a specific piece of information about a customer, and you can even specify the retention period for each policy. You're able to tag and sort groups of customers that data policies relate to and see lists of data policies applicable to each customer and if they've given their consent.

DATA POINTS INCLUDE:

- Customer or shopper profile attributes and addresses
- Order details and addresses
- Any personal information that continues to exist during the digital session

We also have capabilities to support customer rights:

- Fulfill customer requests for information removal, while optionally excluding data that must be retained for legitimate reasons
- Automatically clear data when a defined retention period is over
- Documentation on the features and processes created to support GDPR shopper rights
- Shopper visibility of the information retained about them via reports

More information about the requirements and impacts of the GDPR can be found by visiting [EUGDPR.org](https://europa.eu/eu-justice/justice-portal/topics/data-protection-general-data-protection-regulation-gdpr/faq-gdpr/index_en.htm). There are videos, links to articles, FAQs, and more. Get to know your data – what’s being collected, how it’s being used, where it’s retained. In the case of the GDPR, ignorance is anything but bliss.

Are you confident in your GDPR strategy?

To speak with one of our GDPR compliance experts, or to learn more about how Elastic Path Commerce can help, contact us at info@elasticpath.com

About Elastic Path

Defining the future of digital commerce, Elastic Path develops the world’s most sophisticated API-first enterprise commerce platform. The company’s flagship product, Elastic Path® Commerce, has helped the world’s top brands generate over \$60 billion in over 170 countries. Customers from industries as diverse as travel, telecoms, publishing, software, and retail enjoy the benefits of a flexible, open architecture that drives brand-defining customer experiences, facilitates business agility, and eliminates sales channel silos. Elastic Path is a private company based in Vancouver, Canada with sales offices in the UK and US.

For more information, visit elasticpath.com

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