



General Data Protection Regulation (GDPR) Compliance

GDPR Overview & Summary

GDPR is a set of new European Union (EU) data protection laws that have the stated intention of protecting personal privacy rights for individuals as it relates to the collection and use of personal data. The primary intent of these laws is to enable individuals to discover the personal data that has been collected by various companies and optionally request removal of that data. To enable these and other benefits, GDPR laws seek to simplify the regulatory environment of personal data collection by creating a new standards and regulations for businesses.

The new laws strengthen individual rights by creating various processes that allow for the discovery and removal of certain types of collected personal data. To encourage compliance by companies, the laws also create formal processes and standards for how companies alert consumers of personal data breaches and provides for significant penalties for non-compliance.

From the inception of our Assure Managed Services and CloudBlu platforms, Cameo has demonstrated a long-standing commitment to customers' data security. For years, Cameo has embraced a rigid adherence to security and processes standards including PCI, HIPAA and SOC certifications. Cameo is proud of these achievements, and our commitment to regular 3rd party audits and external verification processes validate these efforts to data security. In many ways, GDPR compliance is simply an extension of these commitments, and to the extent our underlying technology partners enable GDPR personal data process compliance, Cameo has enhanced our current processes to embrace GDPR specific processes and notification standards to become GDPR compliant.

GDPR Definitions

Cameo would typically be defined as a data processor.

Personal Data - any information that can be identified directly or indirectly to a natural person or "data subject". This includes names, identification numbers, location data or any online identifier specific to their physical, social, economic or genetic identity.

Data Controller - the natural or legal person, public authority, agency or other body which along or jointly determines the purpose and means of the processing of personal data; where the purpose and means of such data processing are determined by Union or Member State law.

Data Processing - any set of operations or procedures performed on someone's personal data or collection of personal data, either by automated or manual methods on behalf of the controller. This would include the storage, recording, data structuring, alteration, disclosure by transmission and dissemination or destruction of data.

Mandates – Cameo, as part of a larger eco-system, works to enable these key GDPR attributes:

- Right to be informed
- Right to access
- Right to rectification
- Right to erasure
- Right to restrict processing
- Right to data portability
- Right to object
- Rights in relation to automated decision making and profiling

Cameo's commitment to GDPR

Cameo is proud to work with our customers, our staff, and our vendors to mutually comply with GDPR regulations. As with most privacy and protection laws, everyone has a role to play adhering to these new regulations within the context of a dynamic and multi-discipline business process such as the contact center.

Each of our customers have unique business and compliance requirements and we urge each customer to work with their legal and compliance departments to ensure their compliance with GDPR regulations. Cameo's CloudBlu is a hosted contact center offering; consequently, we are an extension of our client's business process.

- CloudBlu datacenters are US based.
- Cameo is a private cloud (i.e. a customer directed hosted application based in the US)
- Cameo does NOT use any personal customer data for our own purposes.
- Cameo does NOT aggregate, analyze, or obfuscate personal data for the purposes of reselling or sharing for any reason.
- Cameo does NOT export personal data to any third-party.
- CloudBlu is configured per customer direction.
- Industry leading security certifications include PCI-DSS; HIPAA; SoC 1 Type 1 and Type 2; and SoC 2 Type 1 and Type 2.
- Cameo extends the ability to our Customers to query or remove data as provided by our vendors today.
- Cameo, and the vendors chosen by our customers to create their hosted application, will continue to provide enhancements as they are available.