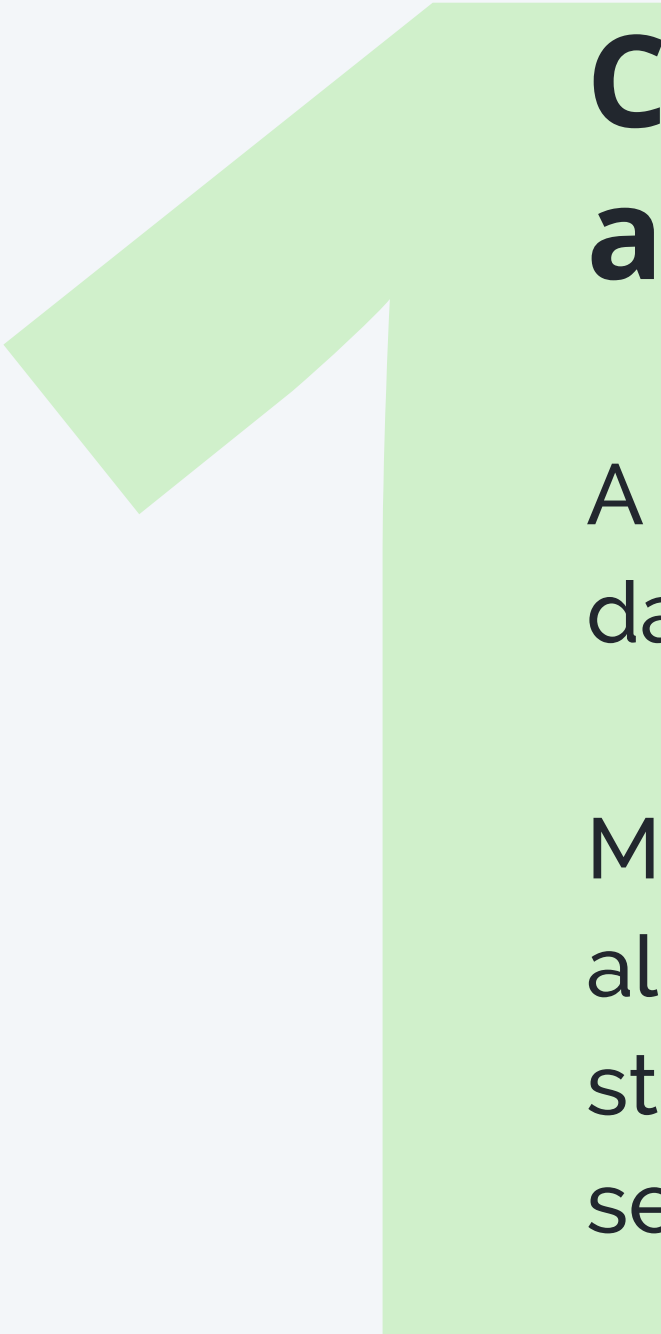


8 QUESTIONS TO ASK



about the security
and privacy of your
customer feedback
solution





Can you apply standards and best practices?

A security breach can cause significant damage to your business.


Make sure to choose a solution that allows you to comply with regulations, standards, and best practices related to security and privacy.



Do you trust the company and its processes?

A bit of research goes a long way - it's important to consider the long-run.

Make sure to choose a stable service provider with established processes for maintaining security and privacy of data, even in case of security incidents.



Is the data transmission secure?

Data in transit – and at rest – can be vulnerable.

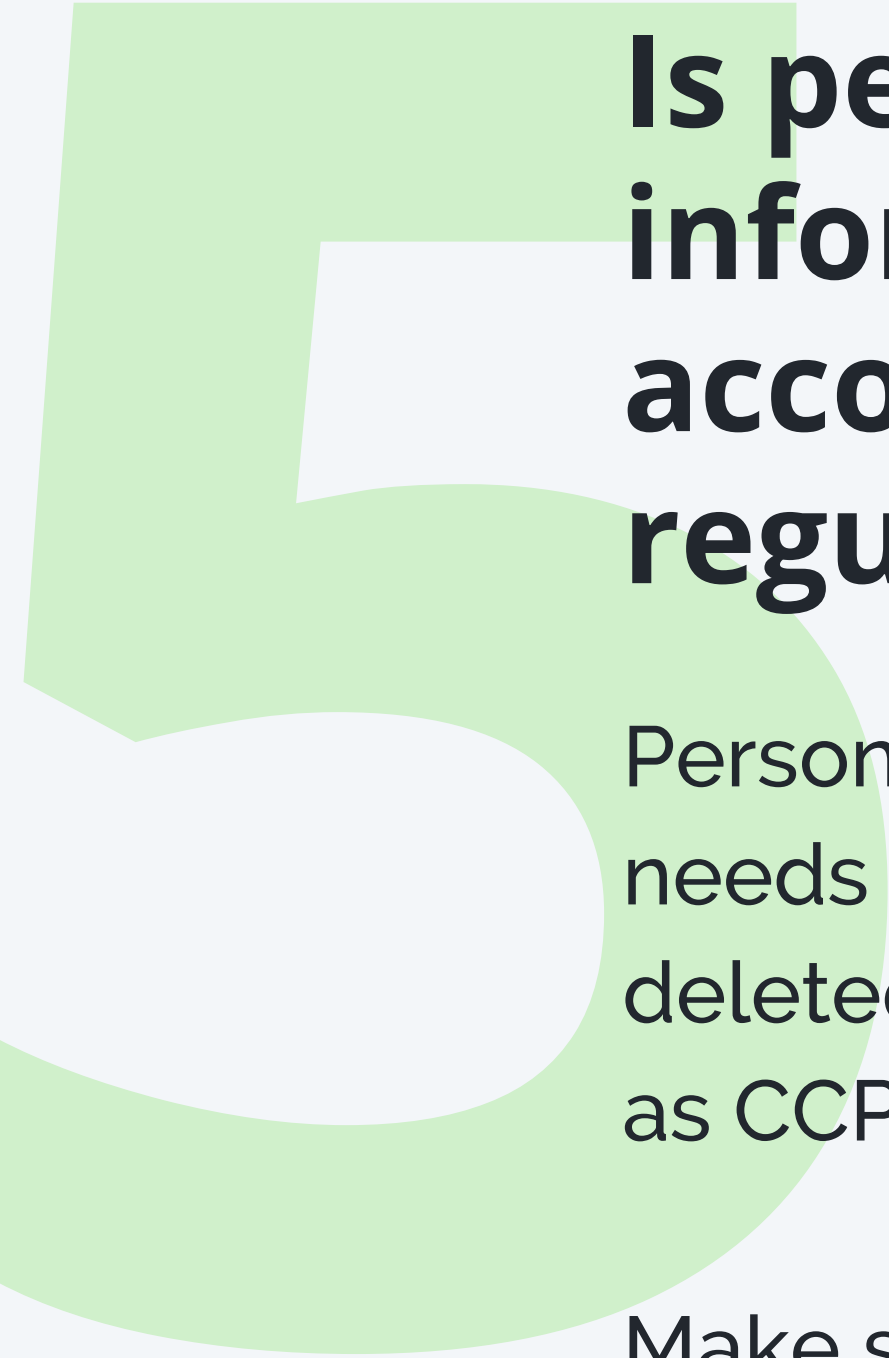
Make sure to choose a solution that ensures secure, encrypted data storage, network transfer (data from feedback terminal to the analytics platform server), and secure reporting



Is confidentiality secured?

Customer feedback data needs to be handled as business critical.

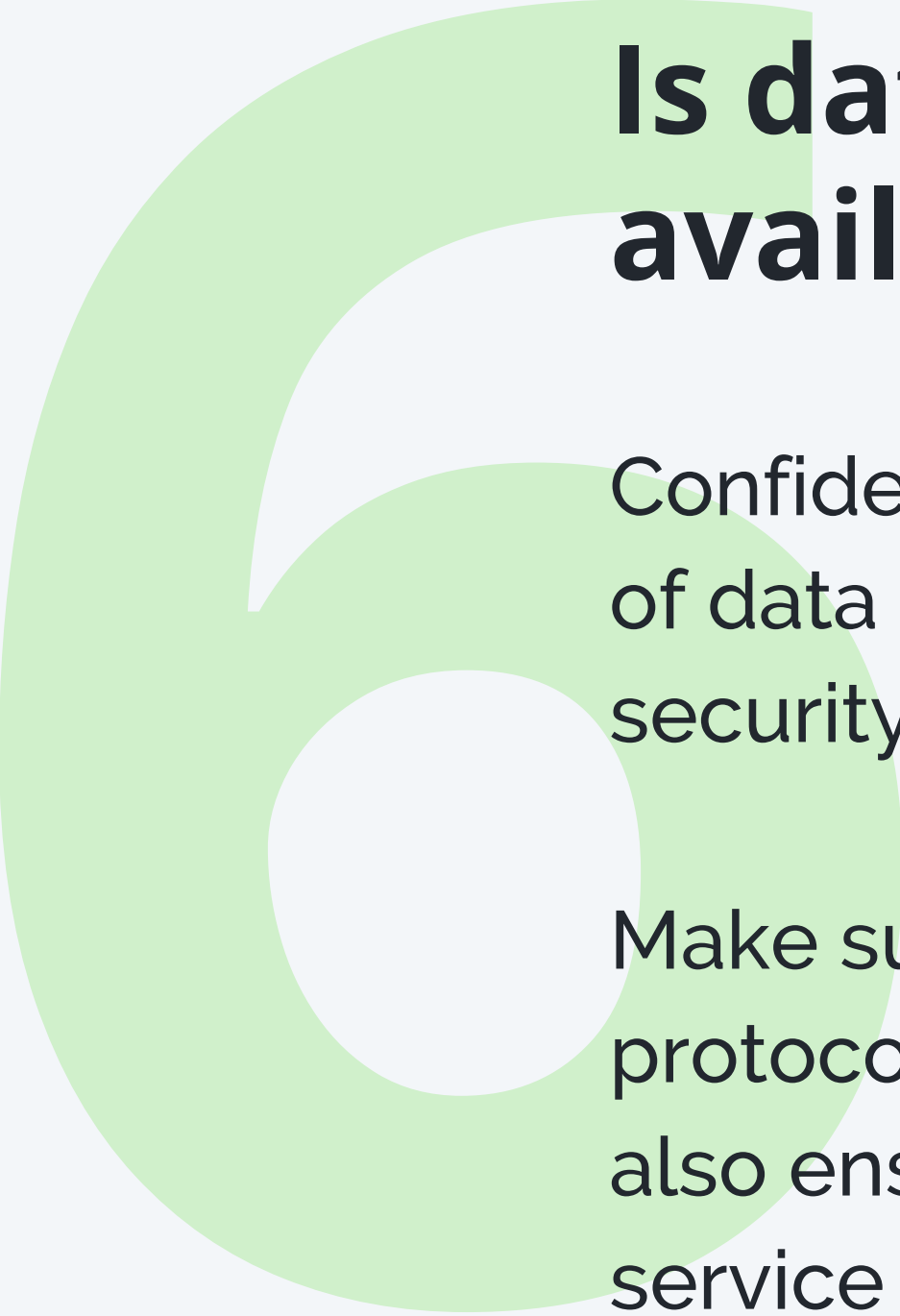
Make sure to select a solution that allows you to regulate data distribution on a need-to-know basis, and offers tools to manage user and access rights according to best practices and industry standards.



Is personally identifiable information handled according to privacy regulations?

Personally Identifiable Information (PII) needs to be stored, handled, and deleted according to regulations, such as CCPA in California, or GDPR in the EU.

Make sure to choose a solution that helps restrict access to, and visibility of, PII data.



Is data integrity and availability taken care of?

Confidentiality, integrity, and availability of data form the basis of information security.

Make sure your solution provider has protocols to secure data integrity while also ensuring high availability to avoid service disruptions.



What about business continuity and disaster recovery?

It's good to expect the unexpected, and be prepared.

Make sure the solution provider has a solid, established process in place for reconstructing data, limiting impact to business continuity, and speeding up disaster recovery.



How is data retention and removal addressed?

Business partnerships can come to an end.

Make sure there are clear processes in place for what happens to your data when the contract ends, including automated processes for removing any PII data after an agreed time period even during the contract.



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