User Documentation

GDPR - Privacy Statements and Data Protection

Functionality for
Autoline Revision 8,
Versions 9304E-31 and above

Date: May 2018

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1 General Information

A new solution (X4DPA) has developed for Autoline Revision 8, version 9304E-31 and above to allow dealers to create and maintain Data Protection Agreements (DPA) with their customers, i.e. to record what the customer has agreed or not agreed to.

The product has been designed to be flexible enough for dealers to create a setup that is capable of managing their data protection requirements. However, it is the dealer's responsibility to determine what these data protection requirements and responsibilities are.

This document provide details on the GDPR-related developments undertaken

2 Modules involved

The Privacy Statements and Data Protection enhancements impact the following modules.

Module		Description
MS	X4	CRM Add-ons
MK	CRM	Customer relationship management
SO	POS	Point of sale
SR	Showroom	Showroom
VS	VSB	Vehicle stock book
SL	SL	Sales Ledger
CM	CM	Contact Management

3 Parameters and set-up

The Privacy Statements and Data Protection enhancement requires the configuration of specific parameters. These parameters can be found in:

- *Manufacturing Systems*
- X4 *CRM Add-ons menu*
- *Generic CRM parameters*

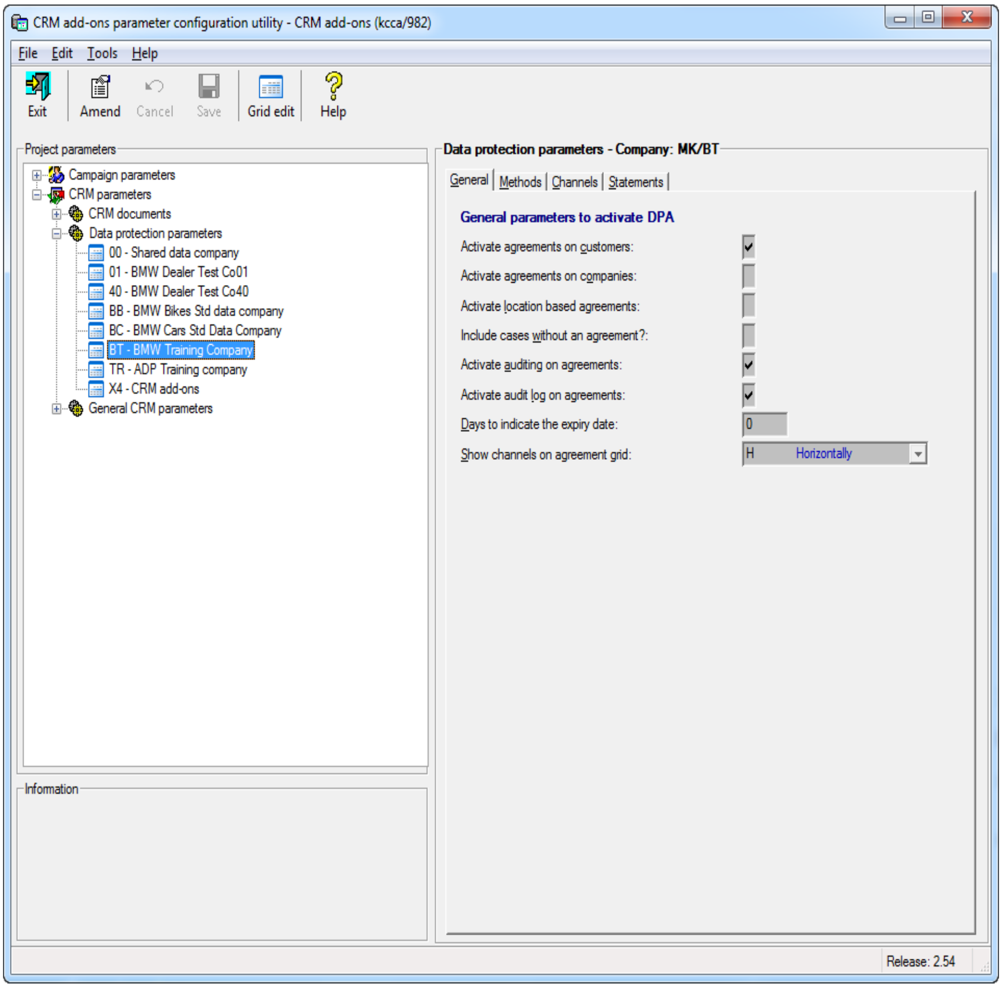
NOTE: This requires priority 7 or above to MS company X4

There is a new Data protection parameters branch within the CRM parameter configuration utility in the X4 company of MS. Here, users are able to define the required parameters, as well as setup methods, channels and Data Protection Statements (DPS) at a CRM company level, and channel statuses on an Autoline system level.

3.1 Defining general parameters

With the general parameters, the Privacy Statements and Data Protection functionality can be switched on.

NOTE: To create a statement, you first need to create channels and methods



Data Protection Parameters

Parameters and their meanings

- ***Activate statements on customers*** - makes the Data protection tab available on Customer records.

- ***Activate statements on companies*** - makes the Data protection tab available on Company records.

  NOTE: One of these two parameters has to be ticked. Otherwise, the Privacy Statements and Data Protection functionality will not be present on Autoline.

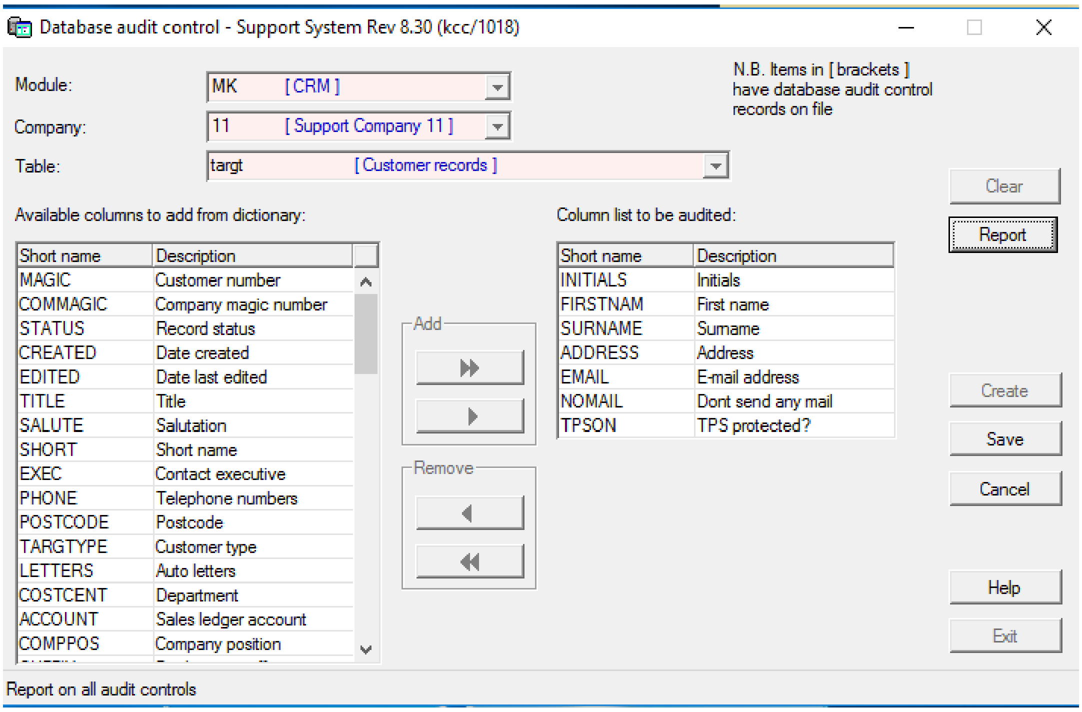
- ***Activate location based statements*** - allows Data Protection Agreements (DPAs) to be created for a specific location for a particular CRM company. Normally, this will be de-activated and only one DPA per brand, per CRM company, will be possible. The default value of this parameter is no (un-ticked).

- ***Include cases without an agreement?*** – allows the inclusion of customers or companies without a valid data protection agreement into marketing activities. The default value of this parameter is No (un-ticked).

- ***Activate auditing on agreements*** *– turns on the Autoline file auditing for the data protection agreement files* ***ms.X4.dpagr*** *and* ***ms.X4.dpago****.*

Note: Please don't forget to configure necessary entries in the auditing database in:

- *System utilities*
- *Management menu*
- *Database auditing*
- *Audit control*
- *Select the Module to be audited eg MK CRM*
- *Select the Company*
- *Select the table eg targt [Customer records]*
- *Create*
- *Select the columns you require from the list on the left eg Title, firstname, surname, TPS flags, don't send any mail etc*
- *Add*
- *Save*



Please note: you are free to audit any fields you choose on the customer record but it is not recommended to audit all available fields or any more fields than required as this will have a system performance impacts

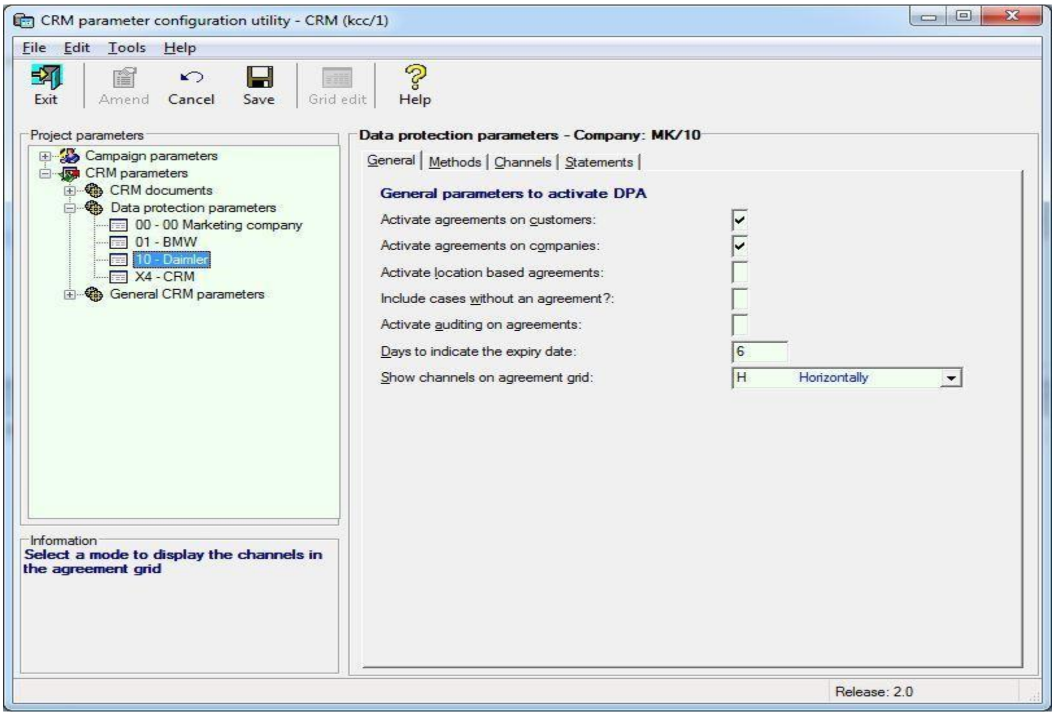
- ***Activate audit log on agreements*** *– adds an option to view an audit of the channel agreements from within the data protection tab in CRM. Each time a channel status is changed an entry is written to the* ***ms.X4.dpaau*** *file.*

- ***Days to indicate the expiry date*** *- Enter the number of days to invoke a message to the user before the validity date of the data protection agreement will be reached*

- ***Show channels in agreement grid*** *- Define the display mode of the communication channels in the agreement grid on the data protection tab - 'H'orizontally or 'V'ertically. See also paragraph* *Agreements*

Selecting Horizontally

Selecting 'Horizontally' in the 'Show channels in agreement grid' displays the communication channels in the agreement grid side by side all in one line per agreement.



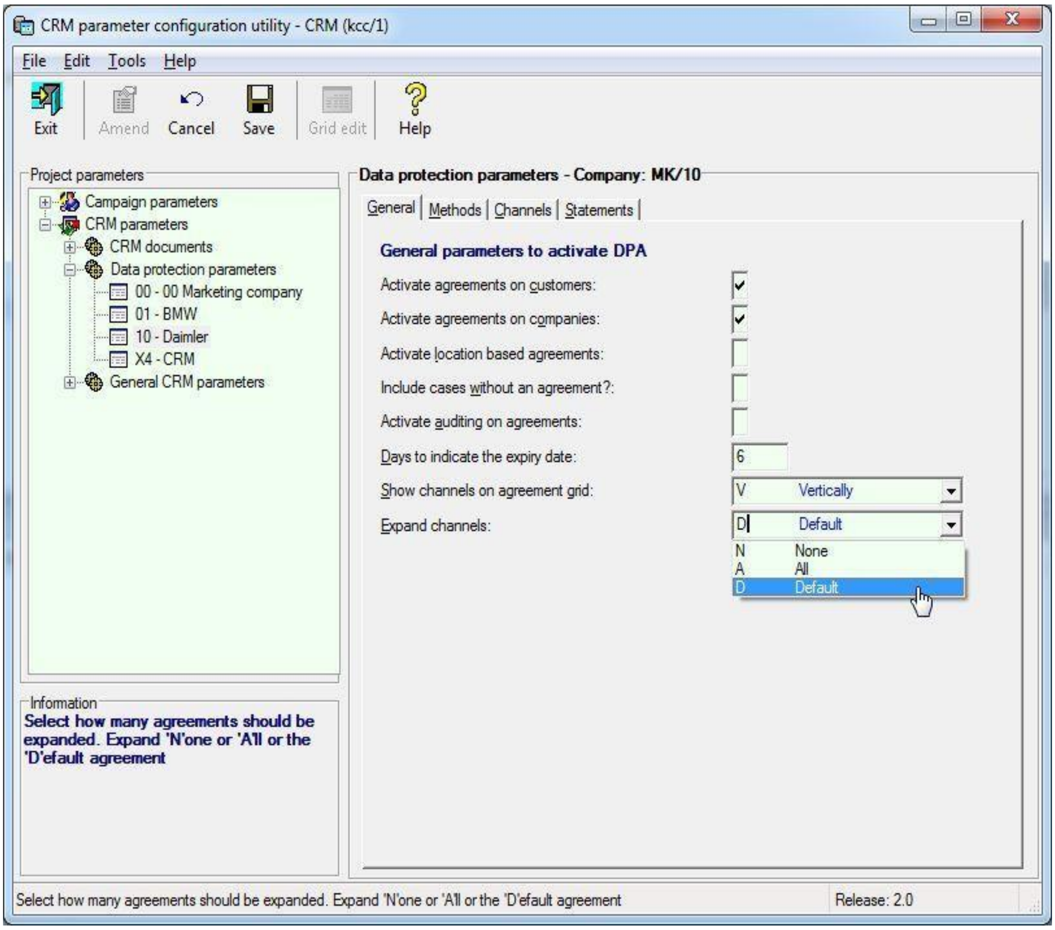
'Horizontal' selection on 'Show Channels on agreement grid'

Selecting Vertically

Selecting 'Vertically in the 'Show channels in agreement grid' displays the communication channels in the agreement grid line by line – each channel in one line. This presentation has an additional parameter called Expand Channels.

Expand Channels allow the user to configure the presentation of the communication channels as clearly arranged as possible. They can select how compact the vertical alignment of channels should be.

- **N (None)** - All channels are collapsed into one line per agreement
- **A (All)** - All channels of all agreements are expanded. The number of channels of all agreements of a company or customer is the number of lines.
- **D (Default)** - Only the channels of the default agreement are expanded, the others are collapsed.



'Vertical' selection on 'Show Channels on agreement grid' and 'Expand Channels' options

3.2 Defining methods, channels and statements

To create a statement, first you need to create channels and methods.

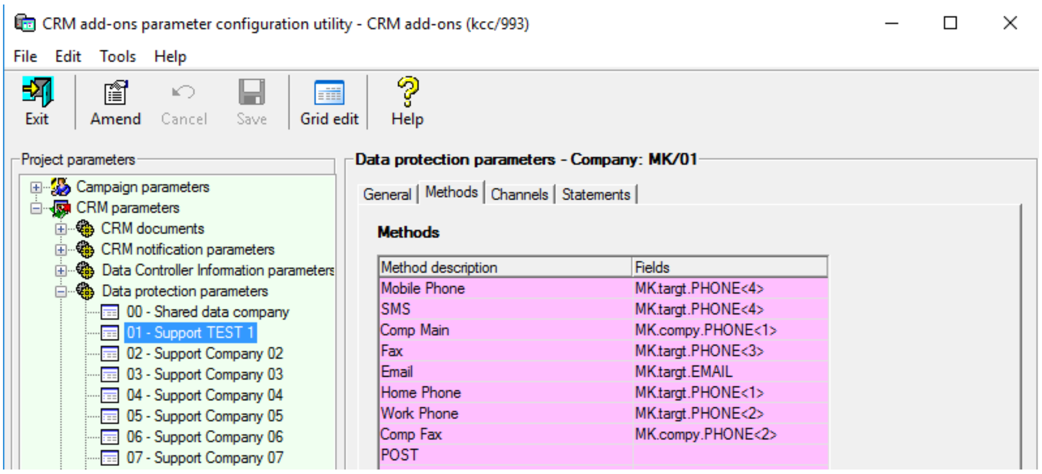
A channel of communication is defined as a category of communication. For example, electronic. A channel can contain several methods of communication For example, the channel electronic could contain both the following methods; SMS and e-mail.

A Data Protection Statement (DPS) can contain one or more channels of communication. Customers can give their consent to each associated channel in a Data Protection Agreement (DPA). By agreeing to a channel, a customer is also agreeing to its associated methods.

The next sections will run through the steps required to create an example setup for the new data protection functionality.

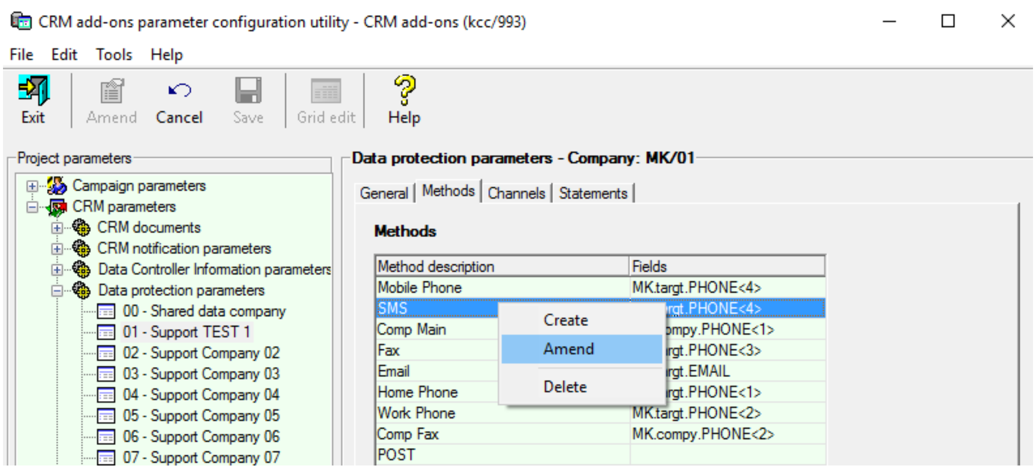
3.2.1 Methods

The methods tab contains a grid presenting the existing methods.



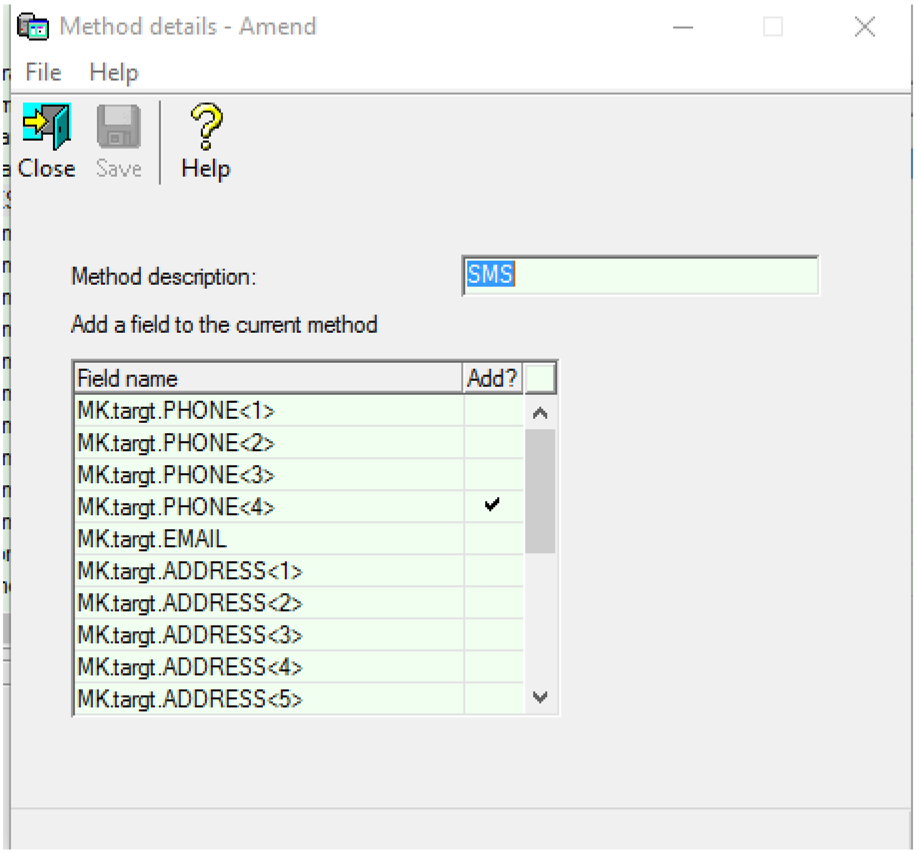
Methods tab within Data Protection parameters

To create, amend or delete a method the user should first switch to the 'Amend' mode of the parameters.



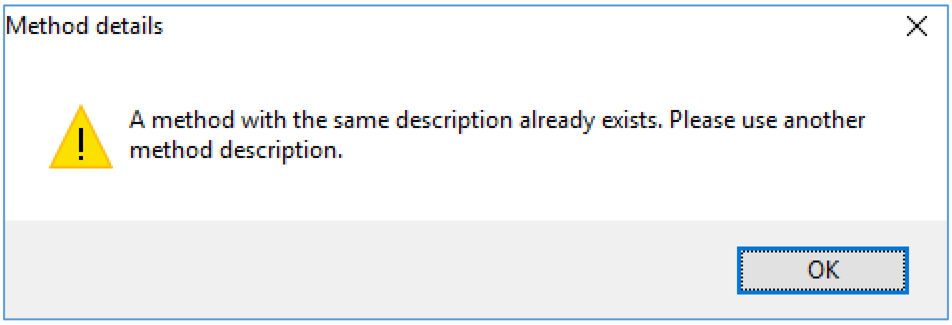
Selecting 'Amend' within the parameters section

A right-click into the grid opens a context menu to start the methods maintenance program or to delete a method directly.



Description of method details

- Creating a method - If the method description field is empty, a label needs to be entered. This field is mandatory. It is used to check whether another method with the same description exists. The check is case sensitive. If another identical method exists, the following message appears:

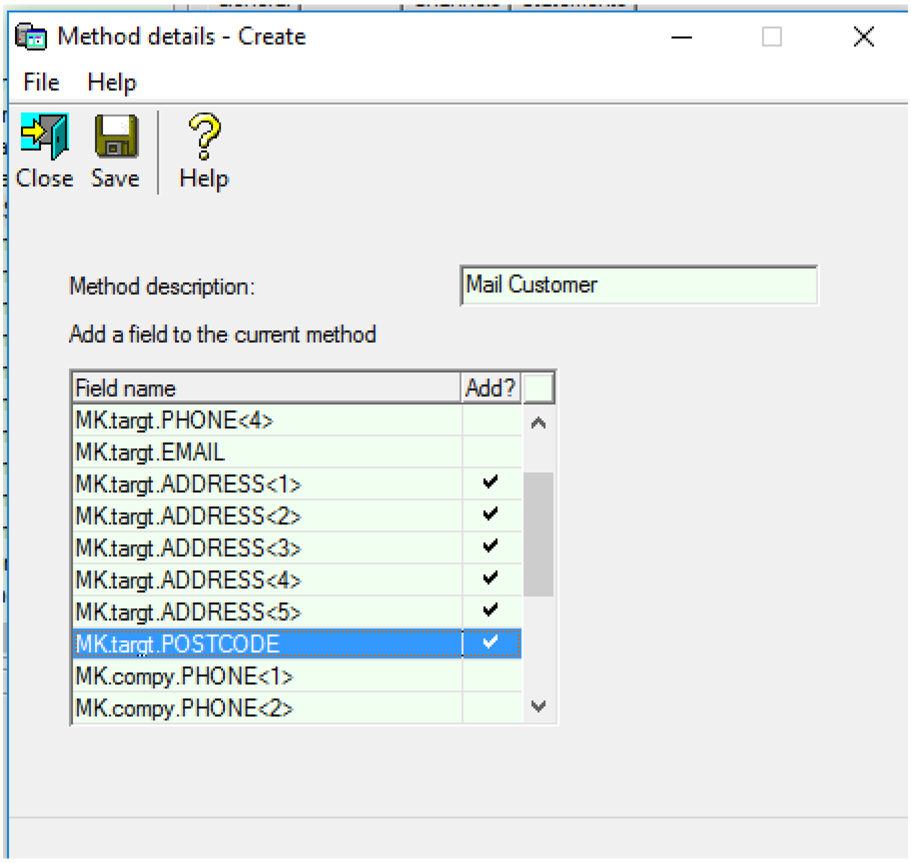


Pop-up if a method with the same description already exists

- Amending a method - The method label can be changed and the user can change the selection of fields.

- Associating a method with fields - The user can select at least one of the existing fields to associate with the current method by left-clicking the Add?-column.

Note: Currently only a variety of address information of the files MK.targt and MK.compy are available. This can be extended if necessary.



The user sees here the method "Mail Customer". Associated with this method are the following fields:

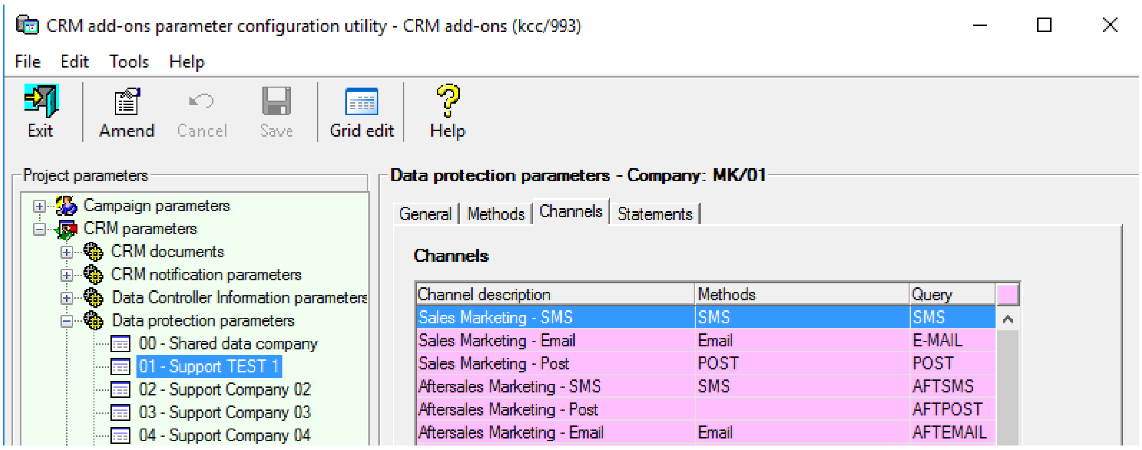
MK.targt.ADDRESS<1>
MK.targt.ADDRESS<2>
MK.targt.ADDRESS<3>
MK.targt.ADDRESS<4>
MK.targt.ADDRESS<5>
MK.targt.POSTCODE

In the methods grid, the user can left-click into the '*Fields'* column. If the method is associated with more than one field, a drop-down opens to display all mapped fields of that method.

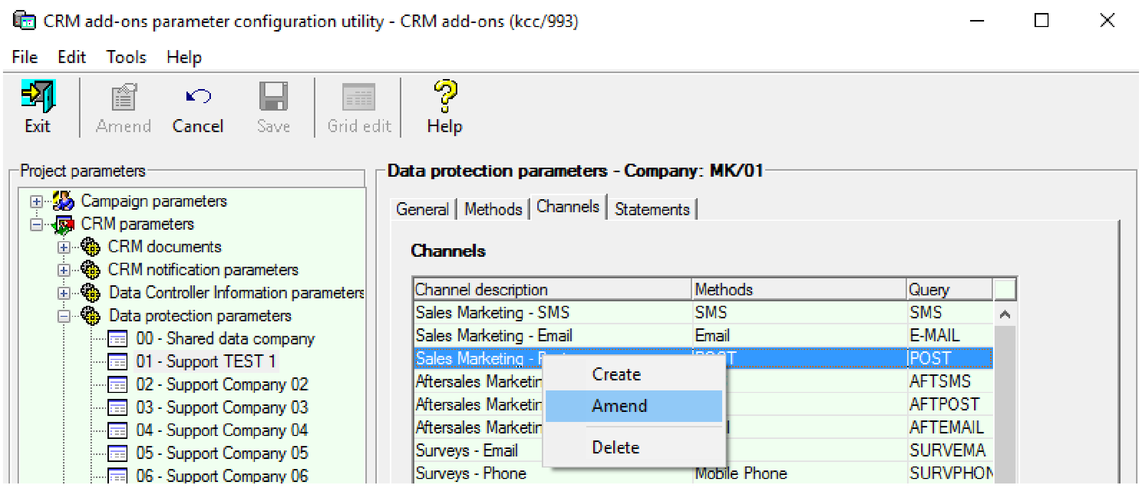
Note: This development only foresees the association of methods with channels, so they can be displayed for information only in the channel details area of the Data protection tab. In turn, this development allows the association of a method with an Autoline field so that future developments could potentially update these fields. This is not within the scope of this document however and no developments will make use of this mapping at this time.

3.2.2 Channels

The channel tab contains a grid presenting the existing channels.



To create, amend or delete a channel, the user should first switch to the 'Amend' mode of the parameter program.

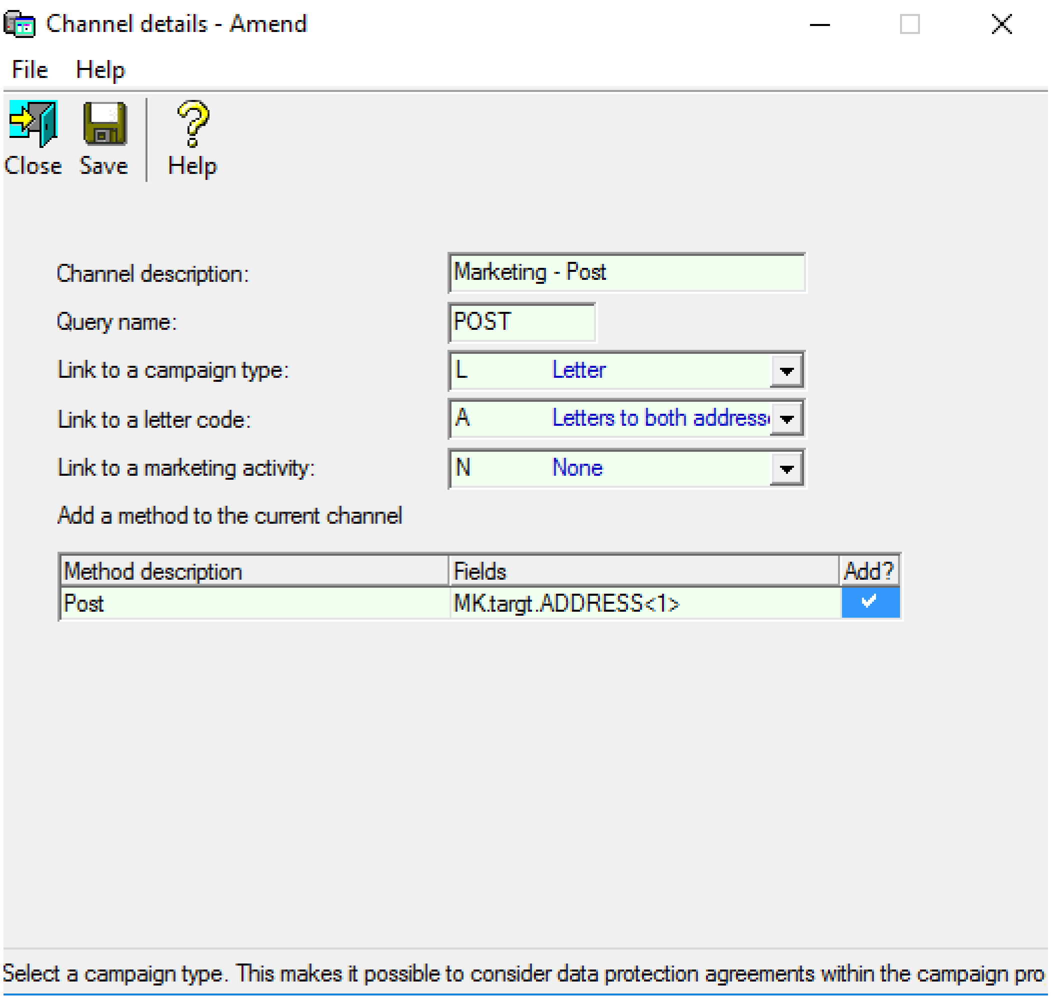


A right-click into the grid opens a context menu to start the channel maintenance program or to delete a channel directly.

The user will see here the channel ‘Marketing – Post’. Associated with this channel is the following method:

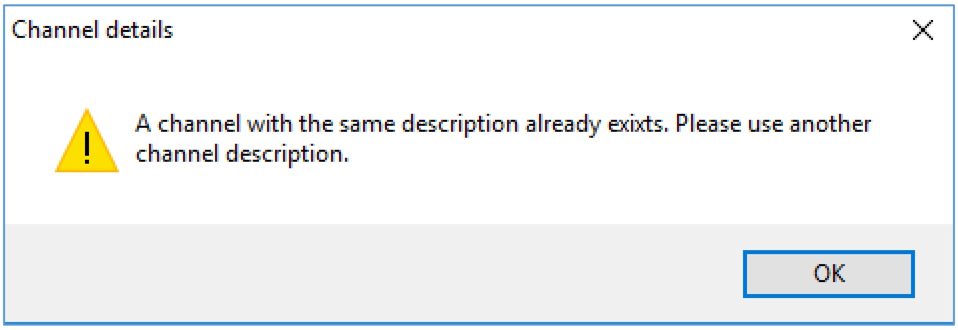
‘Post’ with field ‘MK.targt.ADDRESS<1>’

Note: If the current method is associated with more than one field a left-click in the *Fields* column opens a drop-down to display all associated fields.



Description of channel details

- Creating a channel - If the channel description field is empty, a label needs to be entered for the new channel. This field is mandatory. It is used to check whether another method with the same description exists. The check is case sensitive. If another identical channel exists, the following message appears:

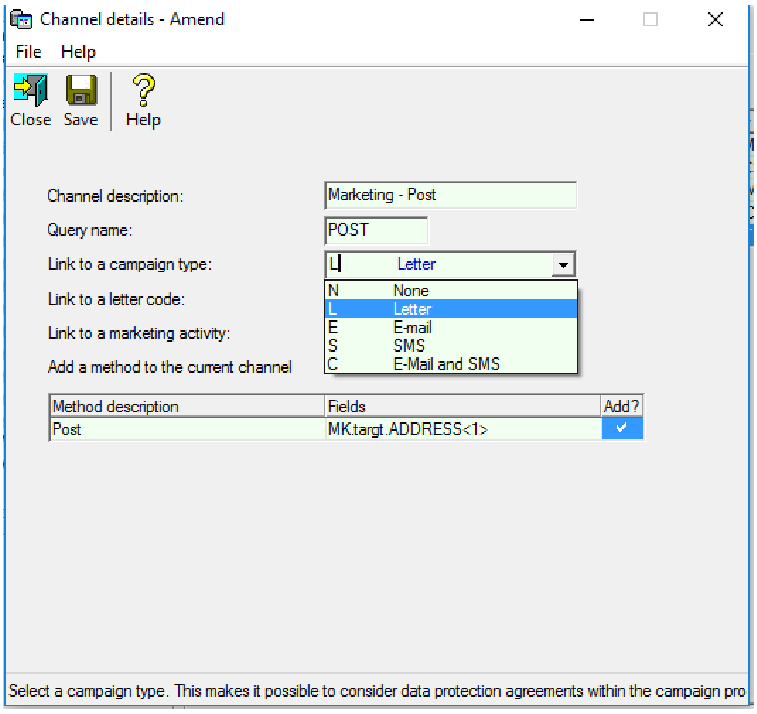


- Amending a channel - The channel label can be changed. The user can change the selection of methods.

- Associating a channel with methods - The user can select at least one of the existing methods to associate with the current channel by left clicking the Add? column.

  The following parameters are described below:

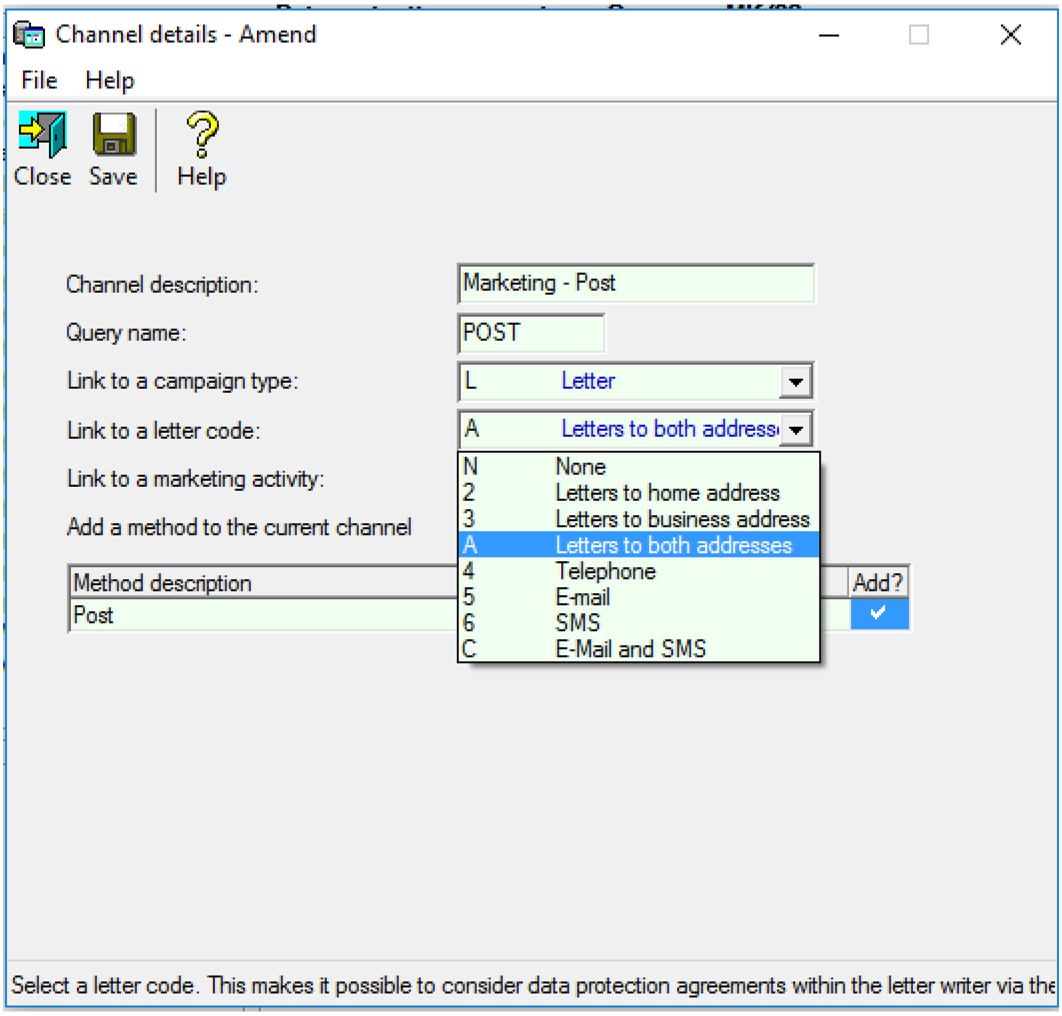
  - *Query name*
  - *Link to a campaign type*
  - *Link to a letter code*
  - *Link to a marketing activity*



Field Descriptions

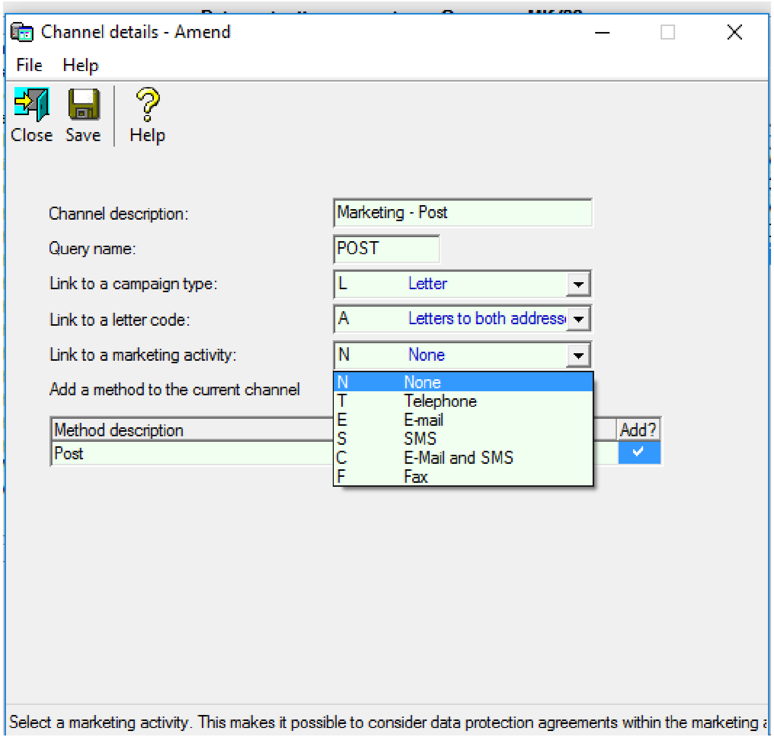
- **Query name** – It can contain up to 8 alphanumeric characters and it can be used in general routines to check or to update the channel status. How to use the general routines will be described in paragraph MS routines for use in Report Generators and data extracts

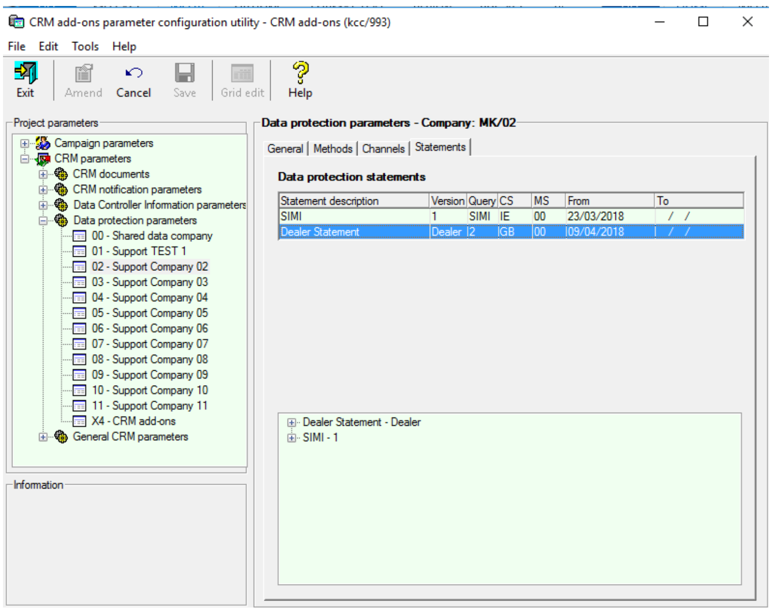
- **Link to a campaign type** – maps a campaign type to a channel. The dropdown shows all valid campaign types of Autoline plus the value 'None'. If the user selects 'None', this channel will not be evaluated in the Campaign tool. Otherwise the channel status will be checked in case of a campaign of the selected type. See also paragraph Campaigns



- **Link to a letter code** – this maps a letter code to a channel. The dropdown shows all valid letter codes for the Autoline system, the option 'None' and two summing up options: 'A – Letters to both addresses' and 'C – E-Mail and SMS'. If the user selects "None", this channel will not be evaluated in the Letter writer. Otherwise, the channel status will be checked in case of a letter with the selected code. See also paragraph Letter writer

  Note: In some markets it is common practice not to make a difference between letters to the home or to the business address, with in relation to marketing letters. So, both types are summed up in option A. Likewise, e-mail and SMS are methods to distribute marketing news electronically. If the customer gives his consent to receive marketing news electronically, the dealer can decide which methods he prefers. So, both types are summed up in option C



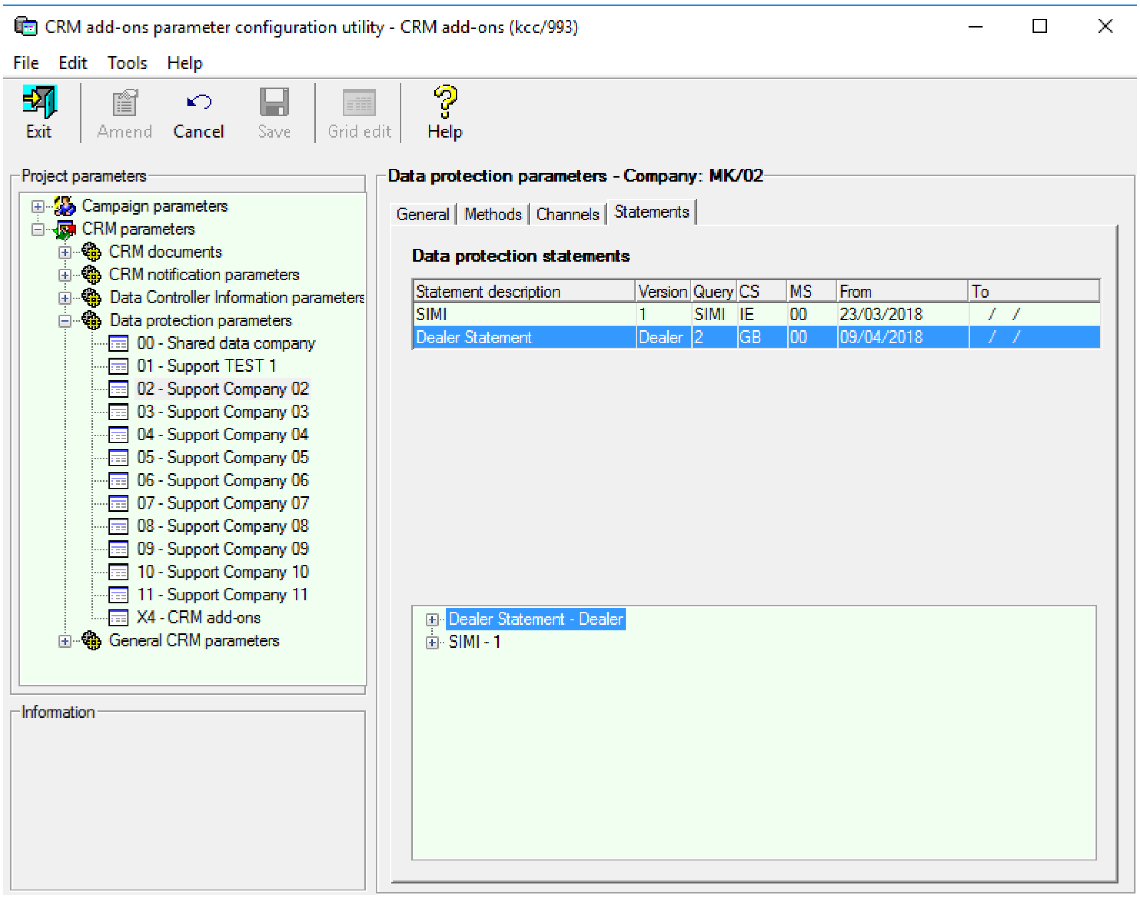


- **Link to a marketing activity** – this maps a marketing activity code to a channel. The dropdown shows all valid marketing activity codes of the Autoline system, the option ‘None’ and the summing up option ‘C – E-Mail and SMS’. If the user selects ‘None’, this channel will not be evaluated when a marketing activity should be started. Otherwise, the channel status will be checked. See also paragraph Marketing activities.

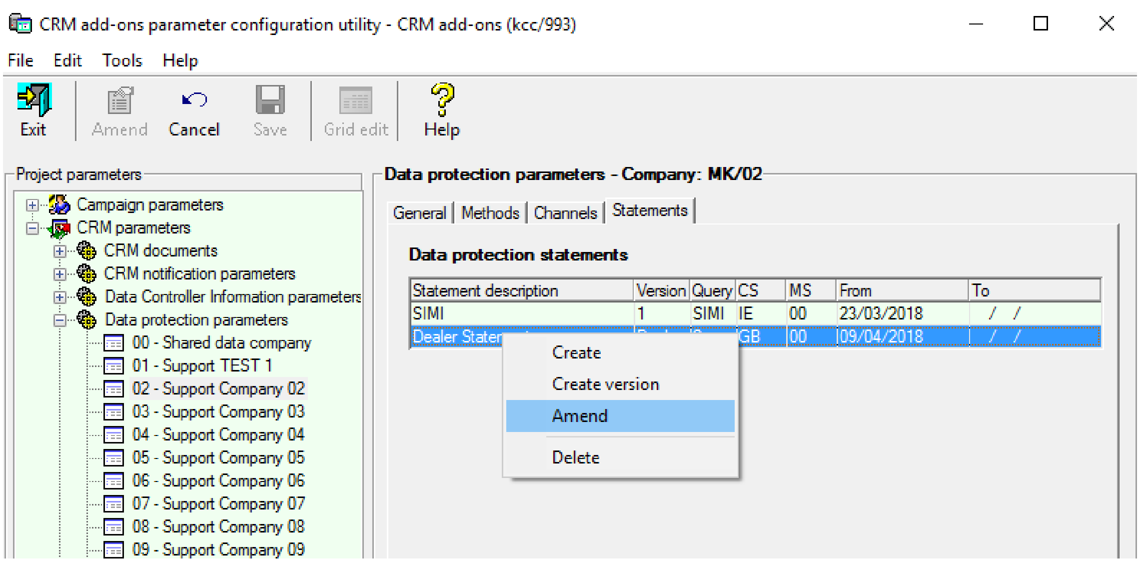
Note: E-mail and SMS are methods to distribute marketing news electronically. If the customer gives his consent to receive marketing news electronically the dealer can decide which methods he prefers. So both options are summed up in value C

3.2.3 Statements

The statements tab contains a grid presenting the existing Data Protection Statements (DPS) and a tree section where the user can look at an overview over the structure of every DPS.

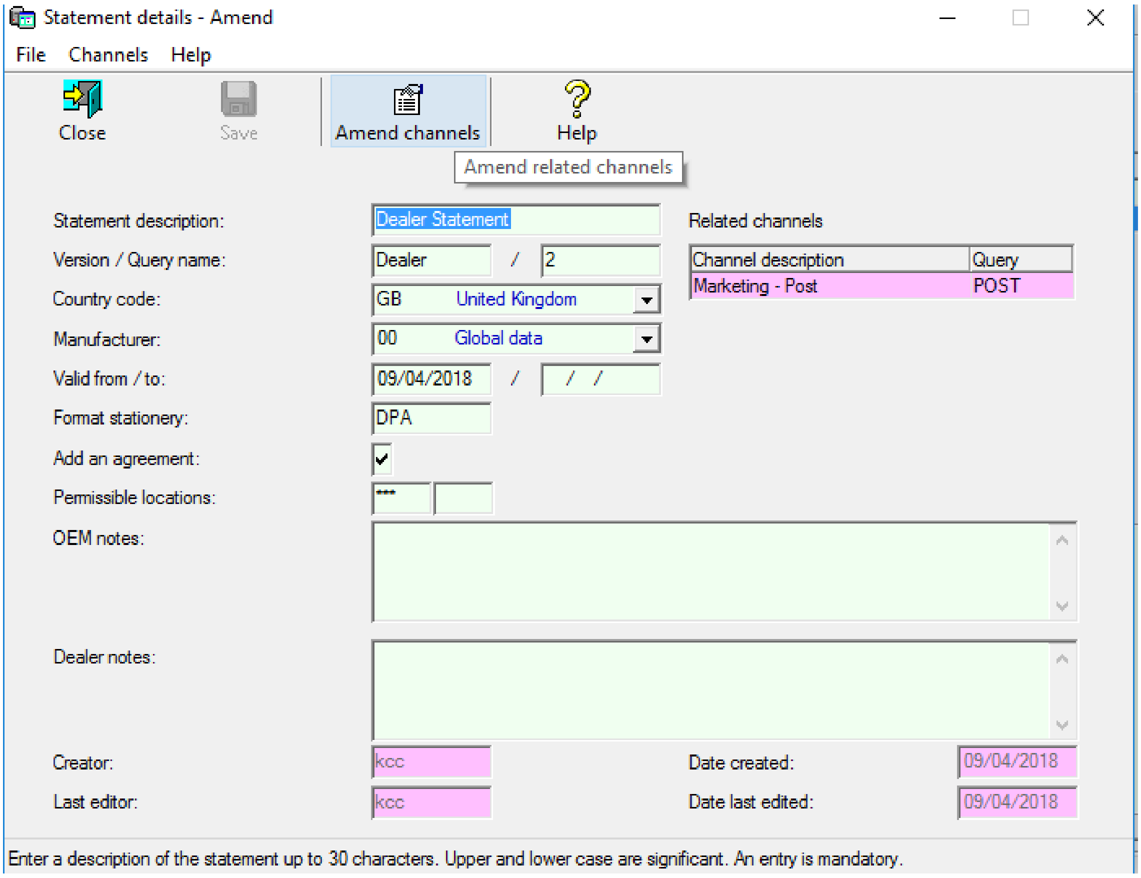


To Create, Create version, Amend or Delete a DPS, the user should switch to the ‘Amend’ mode of the parameter program.



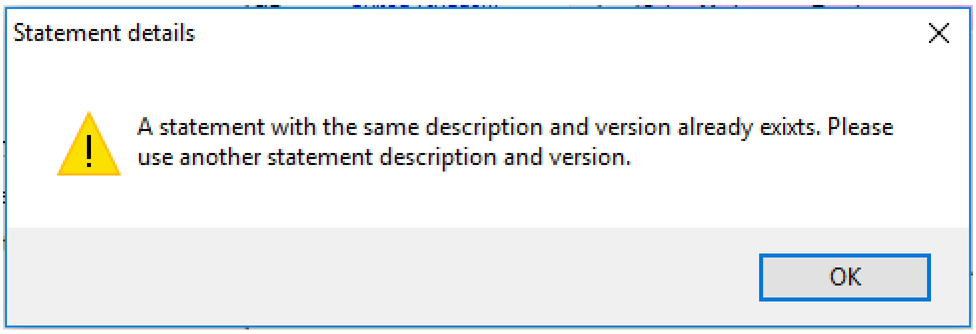
A right-click into the grid opens a context menu to start the DPS maintenance program or to delete a DPS directly.

Here, the user sees the DPS “Dealer Statement”



Description of statement details

- Creating a DPS - The editable fields of the Statement details screen are empty by default. The user can enter all information about the new DPS. It will check to see whether another DPS with the same description and version exists. The check is case-sensitive. If the same description and version exists, a warning message will be presented. If there is a duplicate, you will be requested to alter the description and version.



- Creating a DPS version - The content of all fields of the selected DPS are copied to the new DPS with the exception of the fields: ‘Version’, ‘Valid from’ and ‘Valid to’. The fields ‘Version’ and ‘Valid to’ are left empty and the field ‘Valid from’ contains the date after the value of ‘Valid to’ of the selected DPS.

  Note: If a new version of the DPS is saved the ‘*Valid to’* field of the base version is set to the day before the ‘*Valid from’* field of the new version. This has the effect that the base version won’t be available when the user creates new data protection agreements for customers or companies in CRM.

- Amending a DPS - The editable fields can be changed.

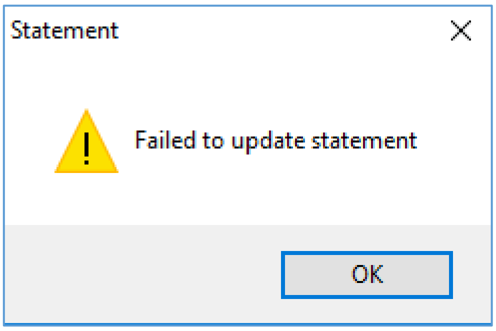
Field Descriptions

- **Statement description** – is the label of the statement. This field is mandatory.

- **Version / Query name** – indicates the version of the statement and holds the query name of the statement.

  The field version can contain up to 10 alphanumeric characters. This field is mandatory. The field query name can contain up to 8 alphanumeric characters. It can be used in general routines to check or to update the channel status. How to use the general routines will be described in paragraph *MS routines for use in Report Generators and data extracts*

  It will check if the entered name is already in use with another statement. If it is, you will need to change it as you will receive the following error:



- **Country code** – selects a country-code from a dropdown. The dropdown contains all country codes defined in Autoline.

- **Manufacturer** – selects a manufacturer code from a dropdown. The dropdown contains all active manufacturers in Autoline.

- **Valid from / to** – the two date fields mark the period a statement is valid.
  Note: A statement is valid until it has a “valid to” date which is less then today. If there is no “valid to” date the statement is valid “forever”.

- **Format stationery** – is the three character code which indicates the format descriptor of a format stationery. This code is used to print the customer’s agreement from the Data protection tab.
  Note: The creation of the format stationery is outside the scope of this development.

- **Add a default agreement** – adds this statement automatically as an agreement to a newly created customer or company.

- **Permissible locations** – are checked in the Campaign tool. If the Autoline system works with location based agreements (see general parameters) the permissible locations are tested against the valid locations of the current user. The campaign tool user sees only the statements which are valid for his allowed locations.

- **OEM notes** – give the possibility to add some manufacturer specific remarks.

- **Dealer notes** – give the possibility to add some dealer specific remarks.

- **Creator** – is the user who first defined this statement.

- **Date created** – is the date this statement was defined.

- **Last editor** – is the user who last changed this statement.

- **Date last edit** – is the date this statement was last changed.

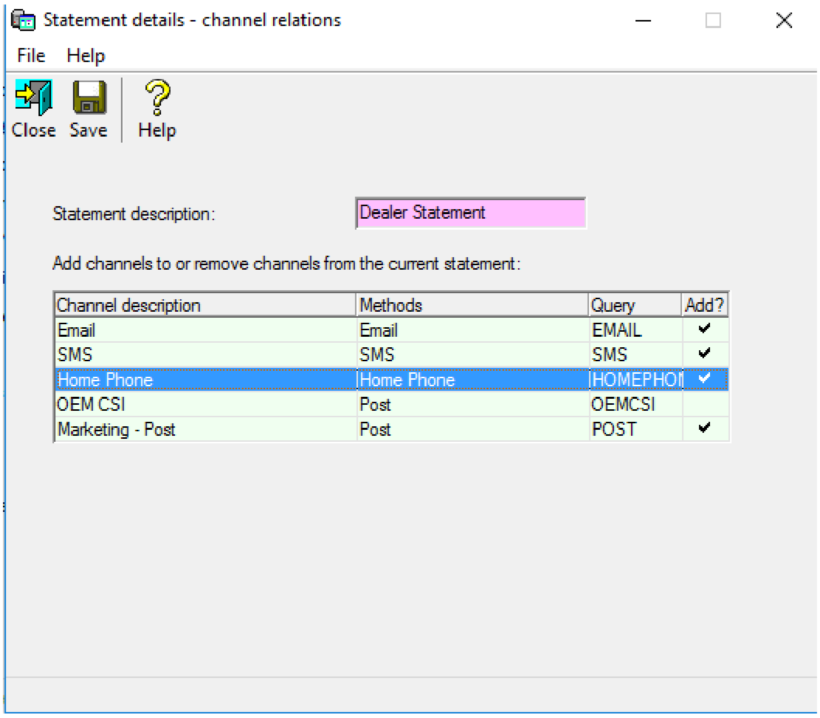
Clicking the 'Amend' button allows the user to add or to remove channels to the current statement.

In the below screenshot, the user sees the statement "Dealer Statement". Associated with this statement are the channels

- Email - associated with method Email
- SMS - associated with method SMS
- Home phone - associated with method HOMEPHON

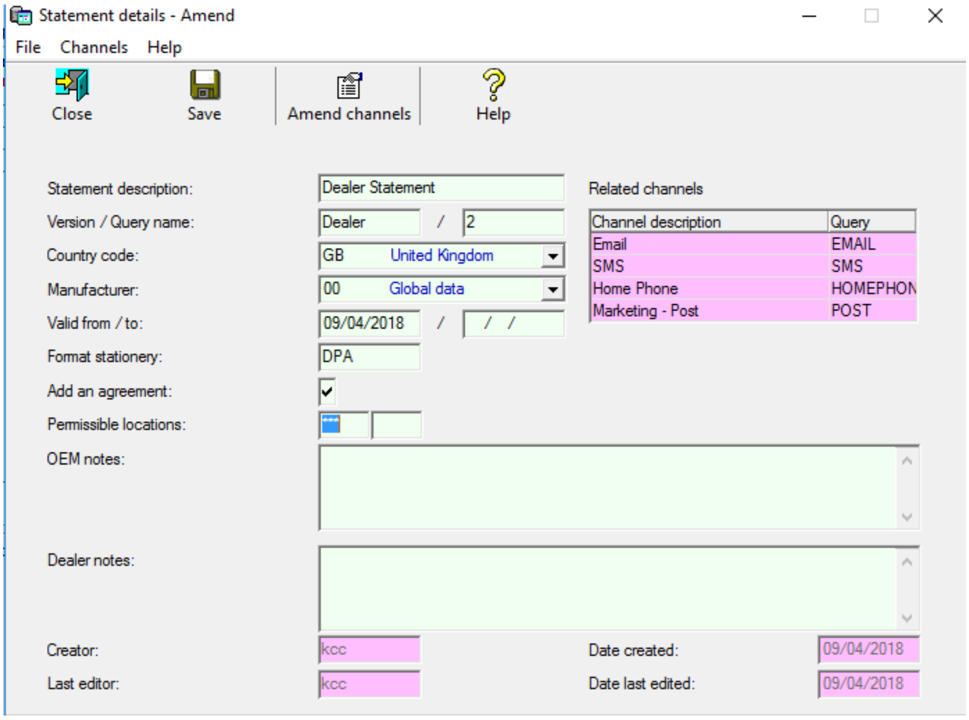
Home phone was recently added to the statement "Dealer Statement". Clicking the Save button or pressing STRG+S save the relations of all channels with the current statement.

When returning from the *Statements details* form, the user sees all channels belonging to the current statement in the *Channels* grid.

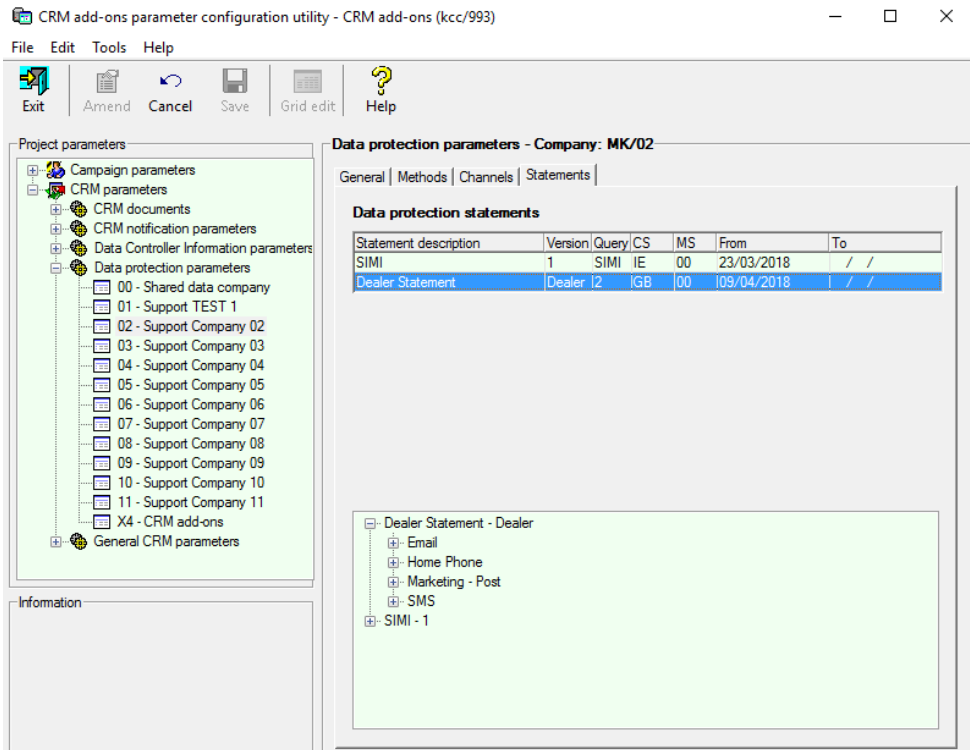


Clicking the Save button or pressing Ctrl +S saves the changes mode to the current statement.

Note: The statement details are described in paragraph *Description of statement details*



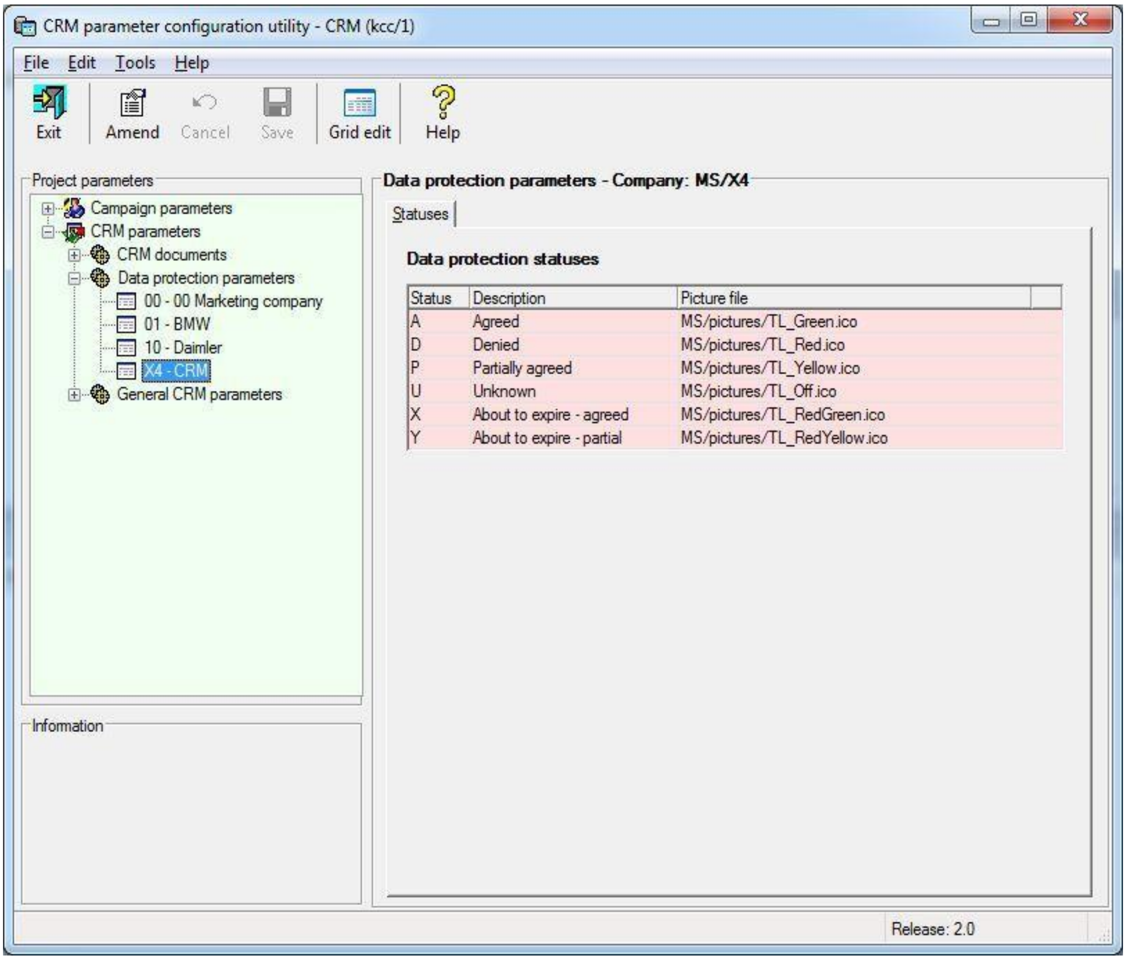
In the tree section of this tab the user can see the structure of every existing statement DPS with the levels statement – channel –method – field. As an example the structure of statement "Dealer Statement" is expanded.



3.3 Defining statuses

This feature gives the flexibility to change status descriptions for specific manufacturers and to change to different picture schemes.

The Statuses tab contains a grid presenting the existing status codes for Data Protection Agreements (DPA).

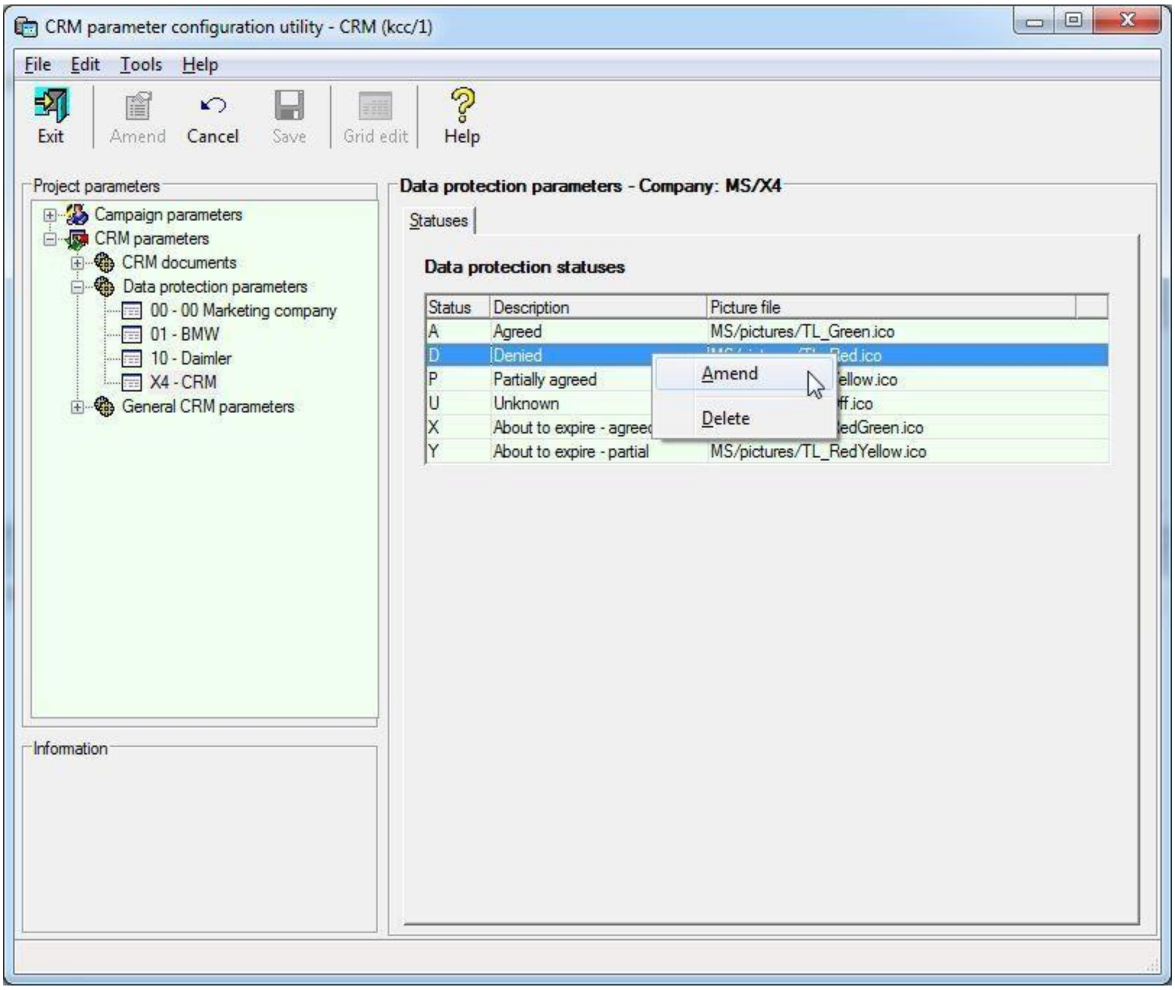


Note: If the program finds an empty status file the default content (see above) will be loaded automatically.

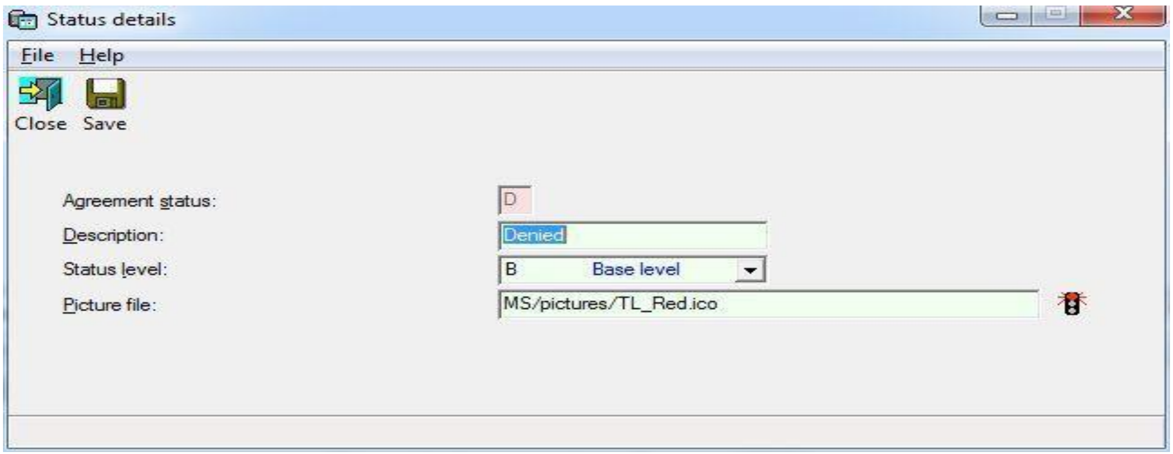
To amend or delete a status code for DPAs, the user should switch to the Amend mode.

A right-click into the grid opens a context menu to start the status code maintenance program or to delete a status code directly.

Note: Please keep in mind: If you delete a status code, it is very likely that the program won't work correctly.

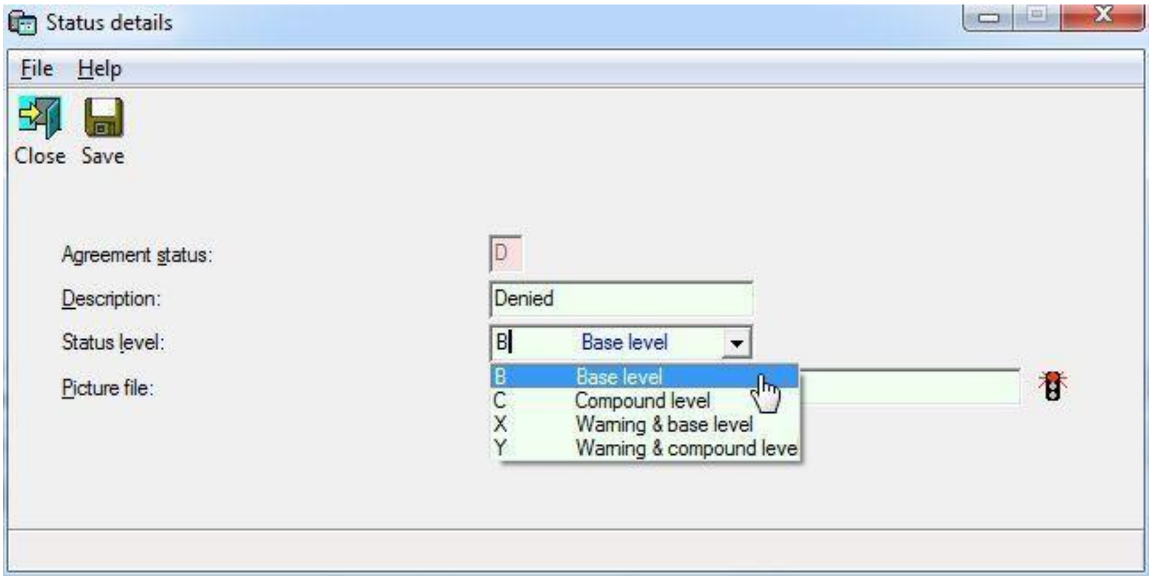


The user sees here the status code "D". The code can't be changed.



Description of status fields

When amending a status code the editable fields can be changed.



Field Descriptions

- ***Agreement status*** – one character represents the status code. This field is not editable.

  Description – is the label of the status code
-
- ***Status level*** – restricts the use of a status code. The field is mandatory.

  Status codes are used on channel (base level) and on agreement level (compound level). Status codes - 'C' (compound level) and 'Y' (Warning & compound level) will only be used on agreement level if the c onsent to the channels of an agreement is only partially 'P' - Partially agreed. The warning relates to the '*Valid to'* field of a statement and parameter '*Days to indicate the expiry date'*. If a statement reaches it's validity date the warning level of a status will be used, which display a special warning icon.

- ***Picture file*** – indicate the path and file name of the picture for the current status code

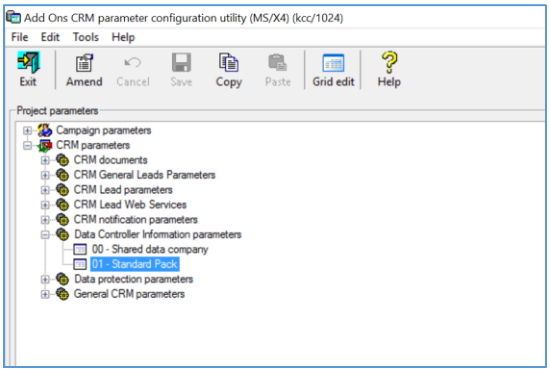
3.4 Controller identification

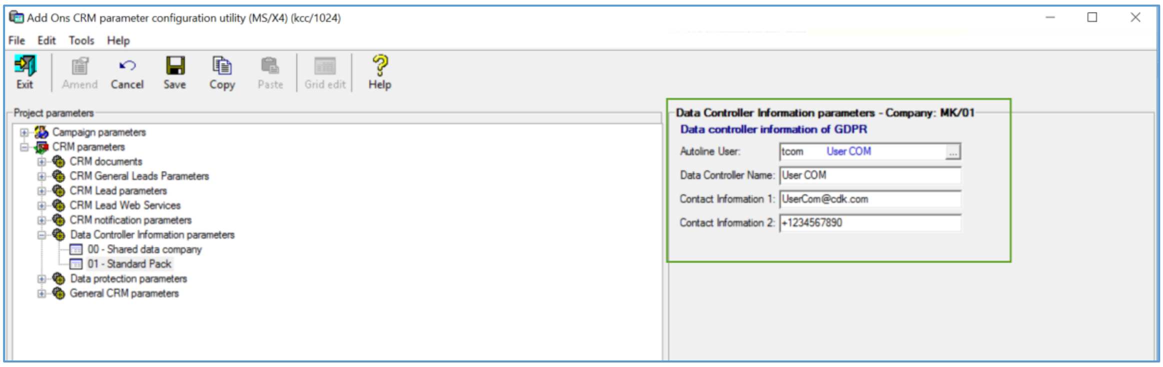
Note: Level 7 access to Manufacturer Systems / X4 CRM add-ons is required.

The controller identification can be configured via the following menu:

- Manufacturer Systems
- X4 Add-Ons CRM
- Generic CRM parameters menu
- CRM parameters
- Data Controller Identification Parameters

Select 'Amend' from the menu option and enter the data controller information. It is possible to enter an Autoline user id or manually enter details as required.





This information will be able to be used (if original document is adapted) on the Data Protection Agreement (DPA) providing data controller information.

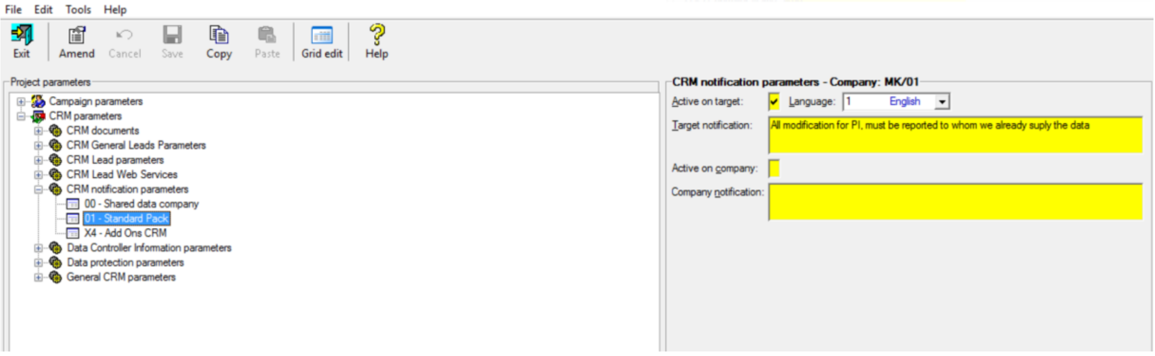
3.5 CRM Notification

The right to notification foresees that when personal data is modified the dealer should notify any third parties with which this personal information is being shared to advise them of this new modification. Following this, a pop up message can be displayed to the user every time a CRM field is updated. This functionality has to be activated and configured.

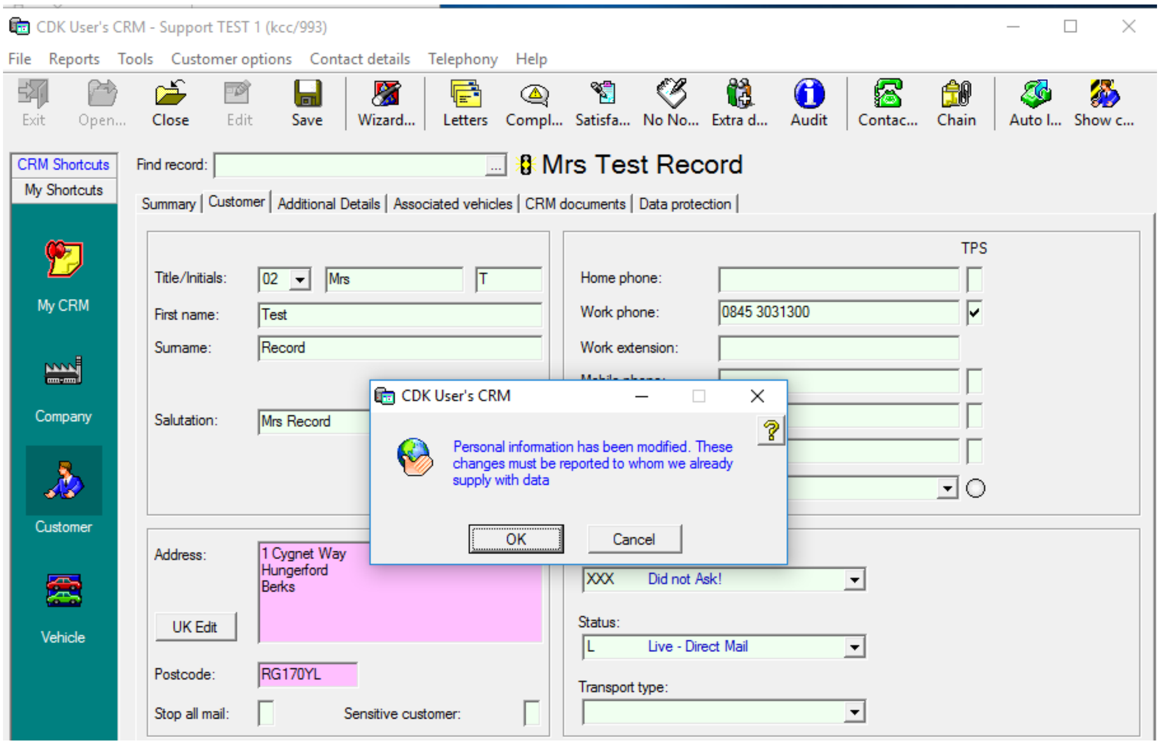
Notification process can be configured via the following menu:

- Manufacturer Systems
- X4 Add-Ons CRM
- Generic CRM parameters menu
- CRM parameters
- CRM Notification Parameter

Select 'Amend' from the menu option
Enable 'Active on target' and 'Active on company' (if required)



Once activated and configuration completed, every time a CRM customer/company record is updated the configured message will appear to the user.



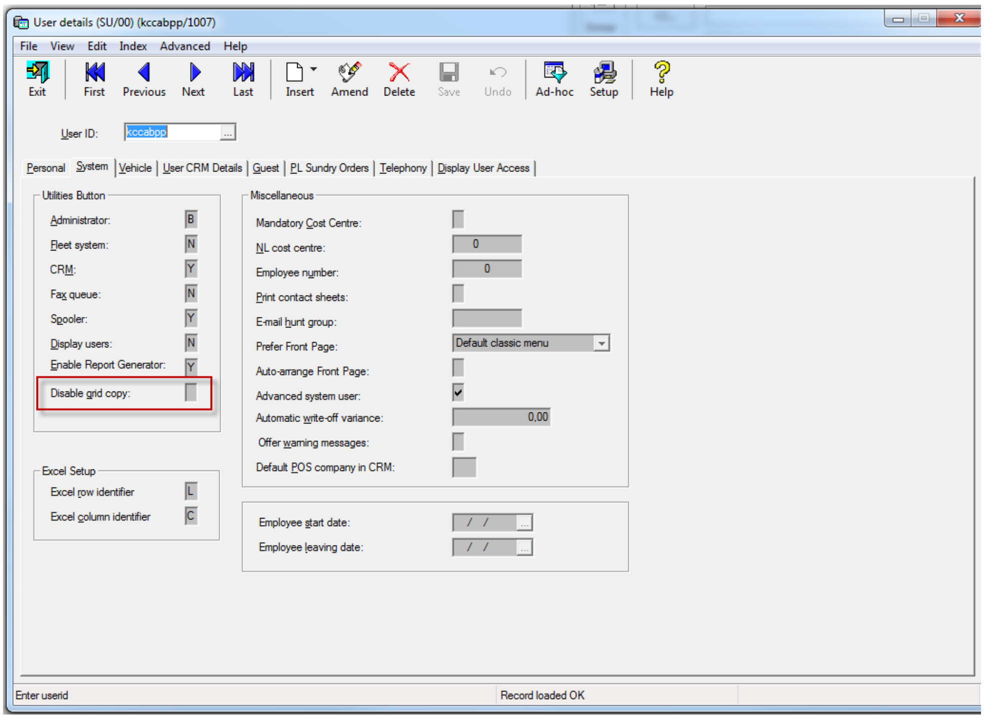
3.6 Prevent copy & paste tables and data grid information

In order to secure personal data, a new control at the user's level was developed in order to prevent the Autoline functionality of copying data by right-clicking with the mouse button plus the CTRL key and pasting to applications such Microsoft Excel.

This needs to be configured for each user via the following menu:

- System Utilities
- Management Menu
- User Details
  Then, load the required user

A new option can be seen on the System tab, which if activated (flagged on), restricts the user from copying & pasting data from tables, grids or ad-hoc enquiries.



4 Program description

The Privacy Statements and Data Protection enhancement shows the new “Data protection” tab on the CRM customer and company records.

In short, this tab is where dealers will be able to record whether or not a customer has given his or her consent to be contacted by the dealer using particular channels of communication in relation to marketing activities. It will also allow the dealer to do this on behalf of its partners such as manufacturers and third parties.

Each market will define its own channels of communication so the new *Data protection’* tab has been designed to allow for a flexible setup.

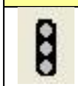
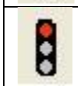
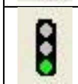
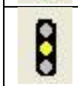
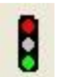
4.1 Traffic light system

A traffic light system will be used in all Autoline modules the software is applied to (CRM, POS, VS, CM and SR) to draw attention to the fact that one or more DPAs exist for the customer or company. Different icons will be used depending on the status of the DPA.

The traffic light system will also be used in the channel details area and in the case file

Should more than one DPA exist for the customer or company then the icon will reflect the status of the default DPA.

If the setting ‘*Activate location based agreements’* has been set, then there will be an extra column in the grid where a default agreement per location can be set. In this case, the traffic light for the default agreement set for the main location of the user accessing the record will be shown. The user’s main location will be derived from the GB user record.

Icon	Status	Description
	Unknown	Customer has not been asked yet to opt-in to any channels
	All channels denied	Customer has declined to opt-in on all channels
	All channels agreed	Customer has agreed to opt-in on all channels
	Channels partially agreed	Customer has only agreed to opt-in on some channels
	Agreement about to expire All channels agreed	Customer has agreed to opt-in to all channels but agreement is about to expire
	Agreement about to expire Channels partially agreed	Customer has only agreed to opt-in on some channels and agreement is about to expire

4.2 Data Protection tab

The Customer must opt-in - By default the agreed channels of communication for a DPA are not selected as a customer must opt-in to a channel of communication. Selecting a cell in one of the communication channel columns (post, phone or electronic) indicates the customer has given their explicit consent to be contacted by that channel of communication in relation to that agreement. If there is no tick in a channel column for an agreement then the customer has not given their consent and this channel of communication is not permitted.

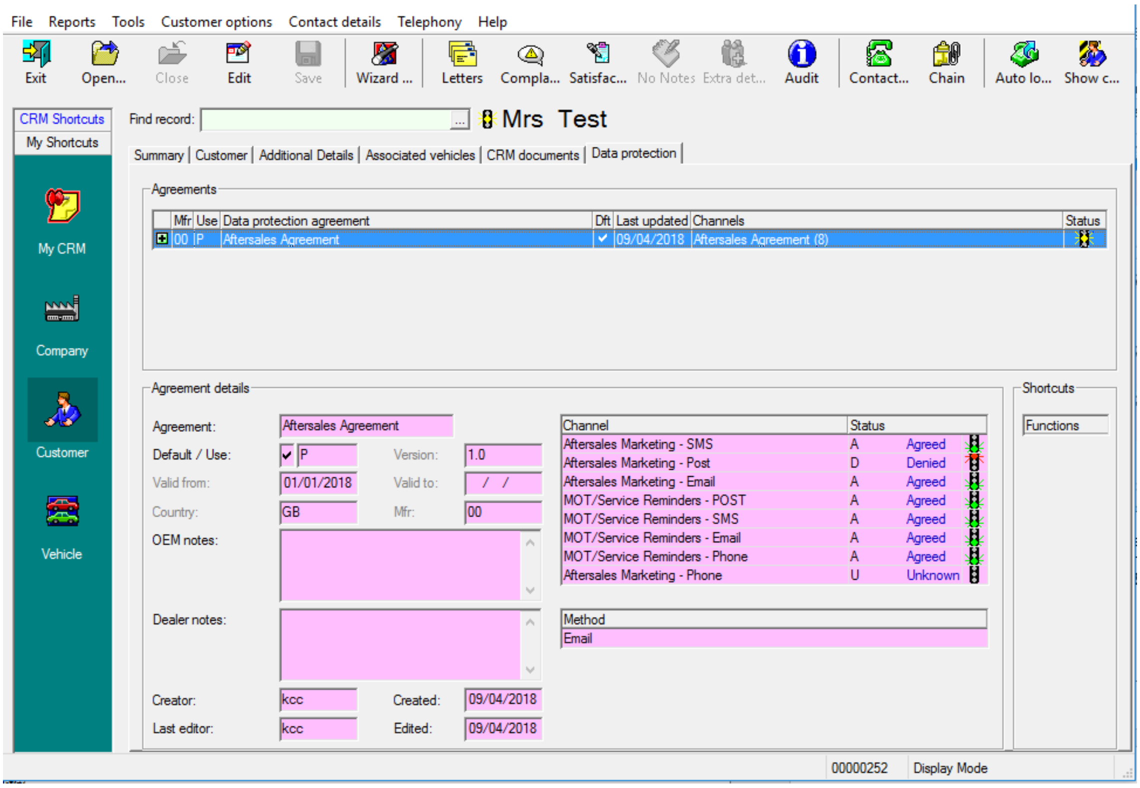
The following screenshots and related descriptions give an overview of different setups and of the functionality.

Broadly speaking, the tab is divided into two main areas:

- Agreements
- Agreement details

NOTE – Shortcuts is not currently available functionality

Within the '*Agreements'* frame, the agreements grid provides a quick overview of the customers' data protection agreements (DPAs) with the dealer and partners. In the following example screenshot, we can see the customer has one DPA: One with the dealer itself (Aftersales Agreement).



4.2.1 Agreements

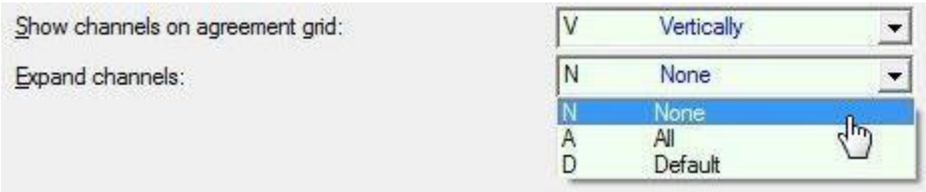
The agreements section contains the agreement grid. All data protection agreements of the current customer or company are listed in the grid. From here, the dealer can look at the status of all agreements or create, amend, print or delete agreements.

The look of the agreements grid depends on parameter set. The channels of communication and their status can be arranged vertically or horizontally.

- Vertical arrangement of channels

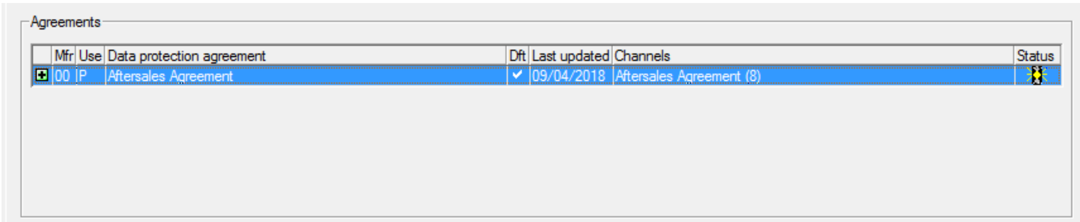
  If a vertical arrangement is chosen, there is an additionally possibility to configure the default “expand / collapse behavior” of the channels.

  This is the parameter set for the vertical arrangement

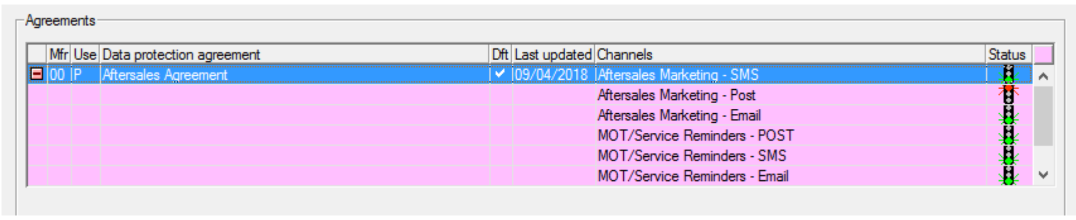


In the following the effects of the parameter *Expand channels* are displayed:

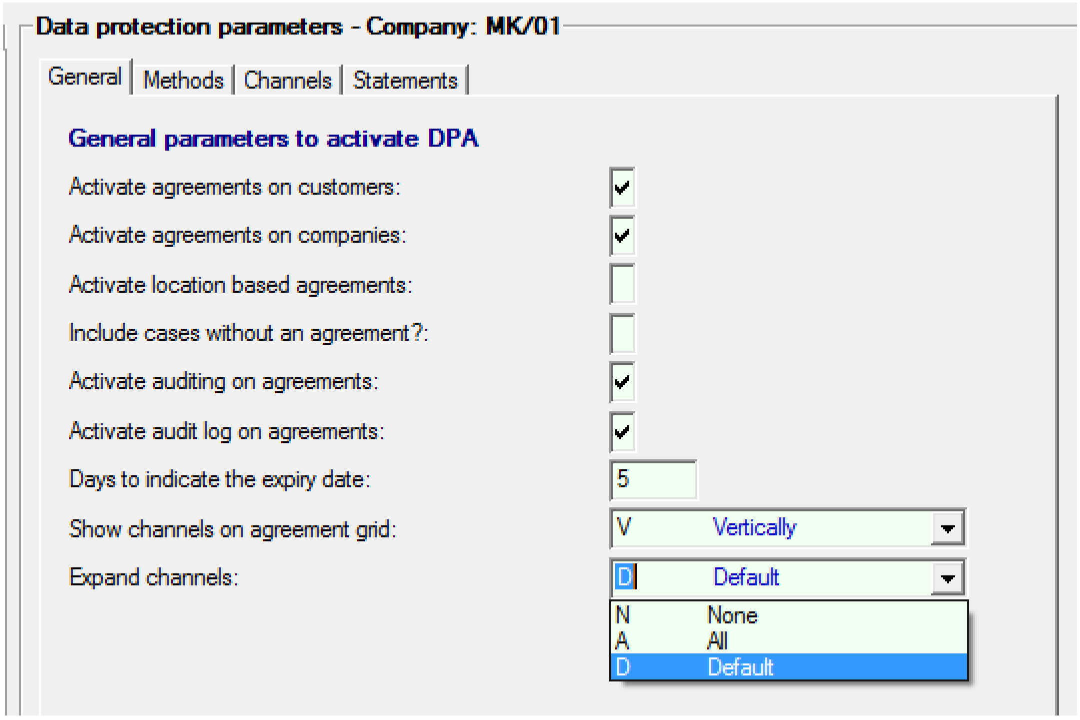
- None of the channels of an agreement is expanded



- All channels are expanded



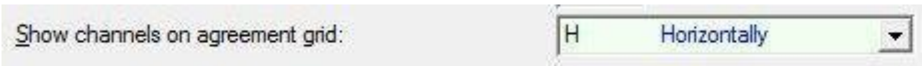
- Only the channels of the default agreement are expanded



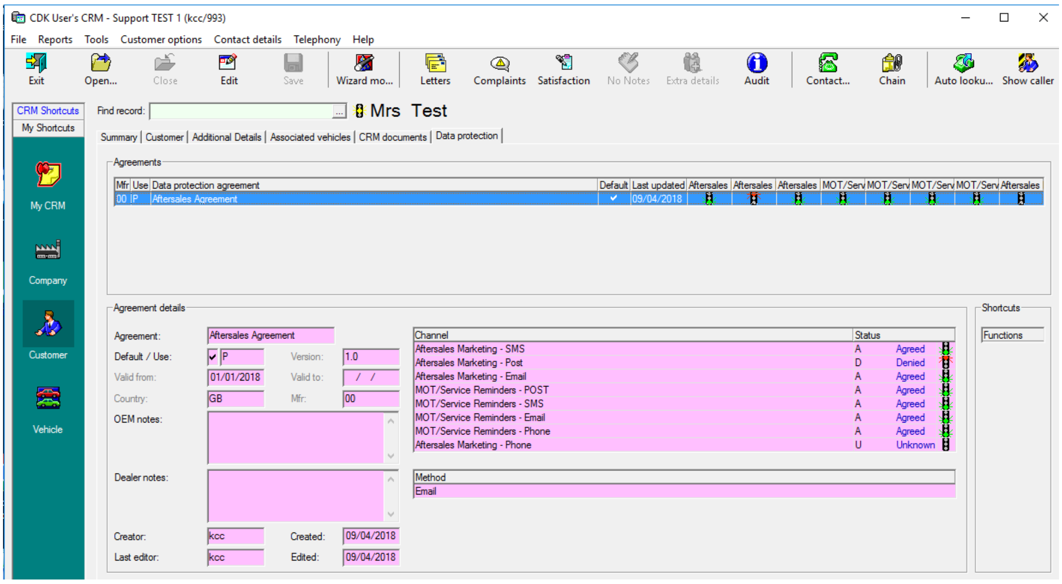
- Horizontal arrangement of channels

  If a horizontal arrangement is chosen, all channels of the agreements of the current customer are displayed side by side.

  This is the parameter set for the horizontal arrangement



To display the largest number of channels possible in the grid the width of the channel columns is maybe too short to show the complete description of the channel.

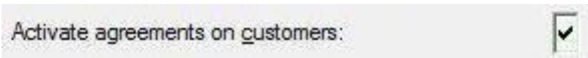


Customer and company agreements

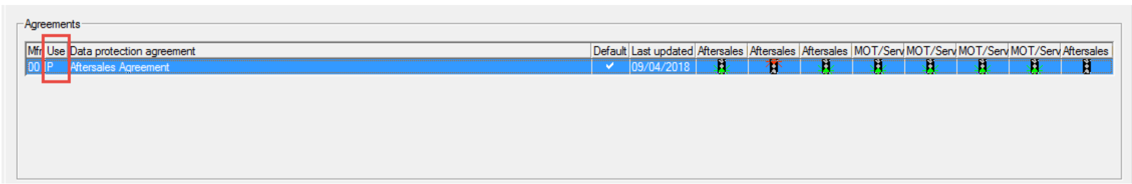
The Privacy Statements and Data Protection enhancement offers the possibility to declare a data protection agreement between the dealer side and an individual customer. This seems to be the preferable way to handle data protection against the background of the Autoline philosophy to bind all processes to individuals and the European General Data Protection Regulation (GDPR), which demands the opt-in of a customer concerning the handling of his data.

Nevertheless, the software can also handle data protection agreements for companies.

This is the parameter set to activate data protection agreements for customers and companies



The second column of the agreement grid has either a “P” (personal) or “C” (commercial) in it to indicate at which level the agreement was made. “P” indicates that the agreement was made by the customer. In this example both agreements are for personal use.

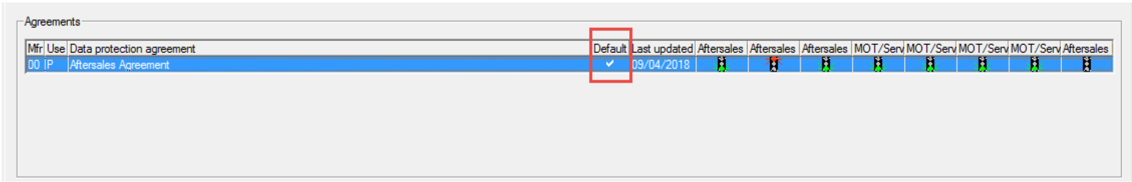


Default agreement

The default column indicates the default agreement with a customer or a company. A customer may have two cars each with a different franchise, for example, franchise XYZ and franchise ABC. If the customer deals only infrequently with the dealer in relation to franchise XYZ but often in relation to franchise ABC then the ABC agreement can be flagged as the default agreement.

There are several places in Autoline (POS, VSB, SR) where only one agreement can be shown by default and this flag will be used to determine the icon (representing the status of the default DPA) to display.

If the setting '*Activate location based agreements'* has been set then there will be an extra column in the grid where a default agreement per location can be set. In this case, the default agreement set for the location of the user accessing the record will be shown. The user's location will be derived from the GB user record.

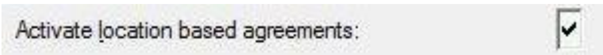


Note: It is checked that there is only one default agreement per customer or company. If the setting '*Activate location based agreements'* has been set then it is checked if there is only one default agreement per customer and branch (location).

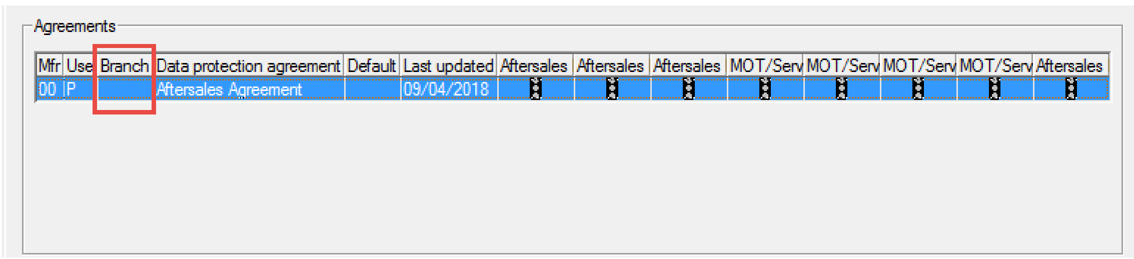
Location-based agreements

By default, only one agreement per CRM company can be created against a customer or company. If however "Activate location based agreements" has been ticked in the *General parameters* setup then an agreement per location (branch) per CRM company can be created.

This is the parameter set for the location (branch) based agreements



If the parameter is ticked an additional column is displayed in the agreements grid indicating the branch (location) the agreement is belonging to.



4.2.2 Handling of agreements and agreement details

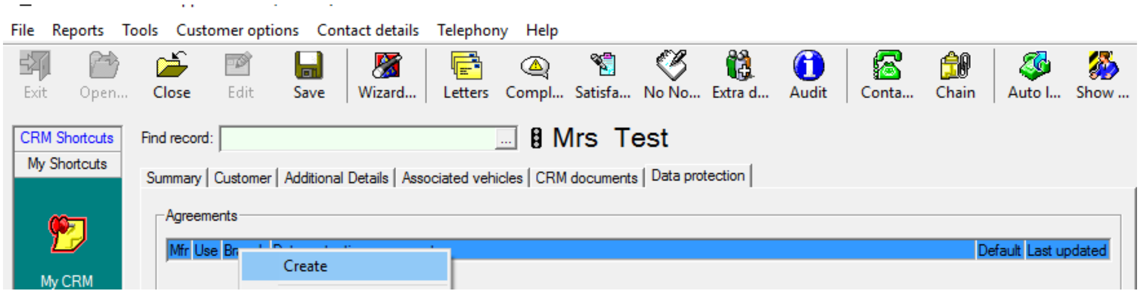
In the following, it is explained how to create, amend, print or delete an agreement. Also the *Agreement details* section is described in detail.

To perform one of the above mentioned actions the user should switch to the amend mode for the current customer or company in CRM.

Create an agreement

To create an agreement, a user can right-click in the heading or in every agreement line of the agreement grid. After the right-click in the heading a context menu with the option '*Create'* appears. The right-click in a line opens a context menu with the all options for the handling of agreements.

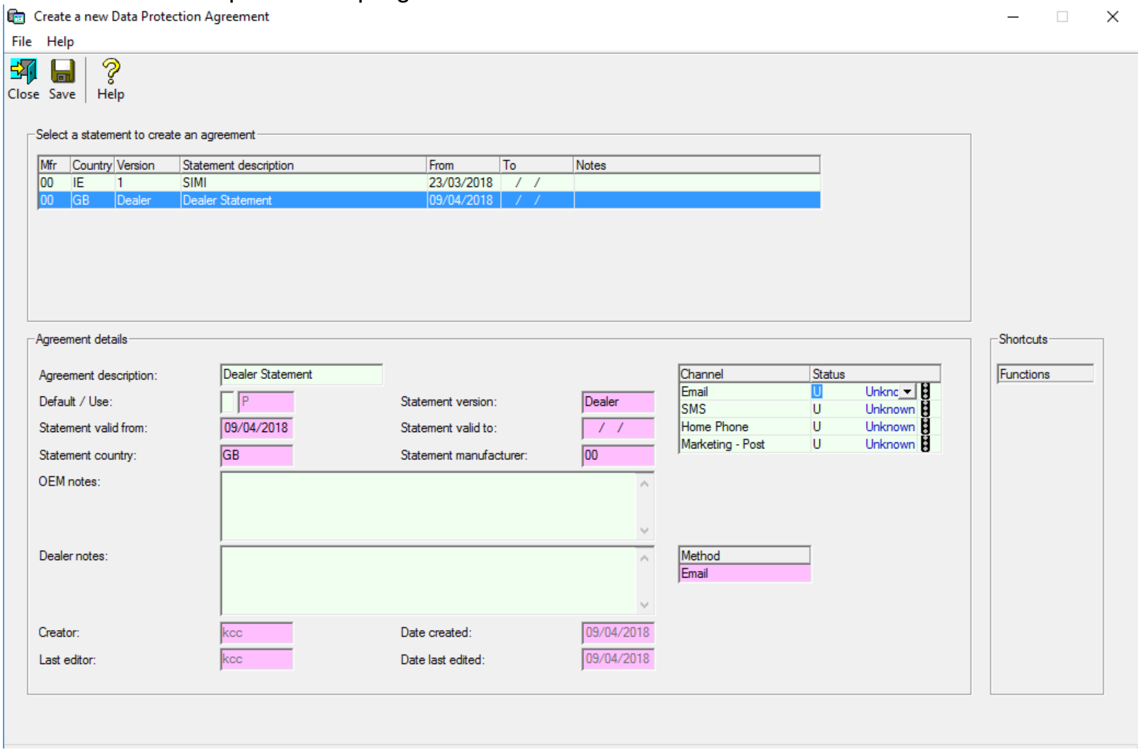
- Right-click into the header line of the grid



- Right-click into a data line of the grid

The user should now click the option '*Create*'.

The next step is the selection of one of the existing DPSs from the statement grid. The DPSs were defined in the parameter program in tab *Statements*



The user selects a statement either with a left double-click or with a right-click and clicking the '*Copy'* option of the context menu in the example.

The fields of the selected DPS are copied into the *Agreement details* section and are the basis for the customer or company's DPA.

Field Descriptions

- ***Agreement description*** – *is the label of the agreement. This field is mandatory.*
- ***Use*** – indicates whether the agreement can be used for a customer (i.e. "P" - personal) or a company ("C" - commercial). Creating a customer agreement this field has value "P". Creating a company agreement this field has value "C". This field is not editable.
- ***Default*** – flags this agreement as default which means that the status of this agreement is displayed as a traffic light symbol in different modules in Autoline.
- ***Statement version*** – displays the version of the underlying statement. This field isn't editable.
- ***Statement valid from*** – displays the date from which on the underlying statement is valid. This field isn't editable.
- ***Statement valid to*** – displays the date from which on the underlying statement is invalid. If this field is empty the statement remains valid unlimited. This field isn't editable.
- ***Statement country*** – displays the country code of the underlying statement. This field isn't editable.

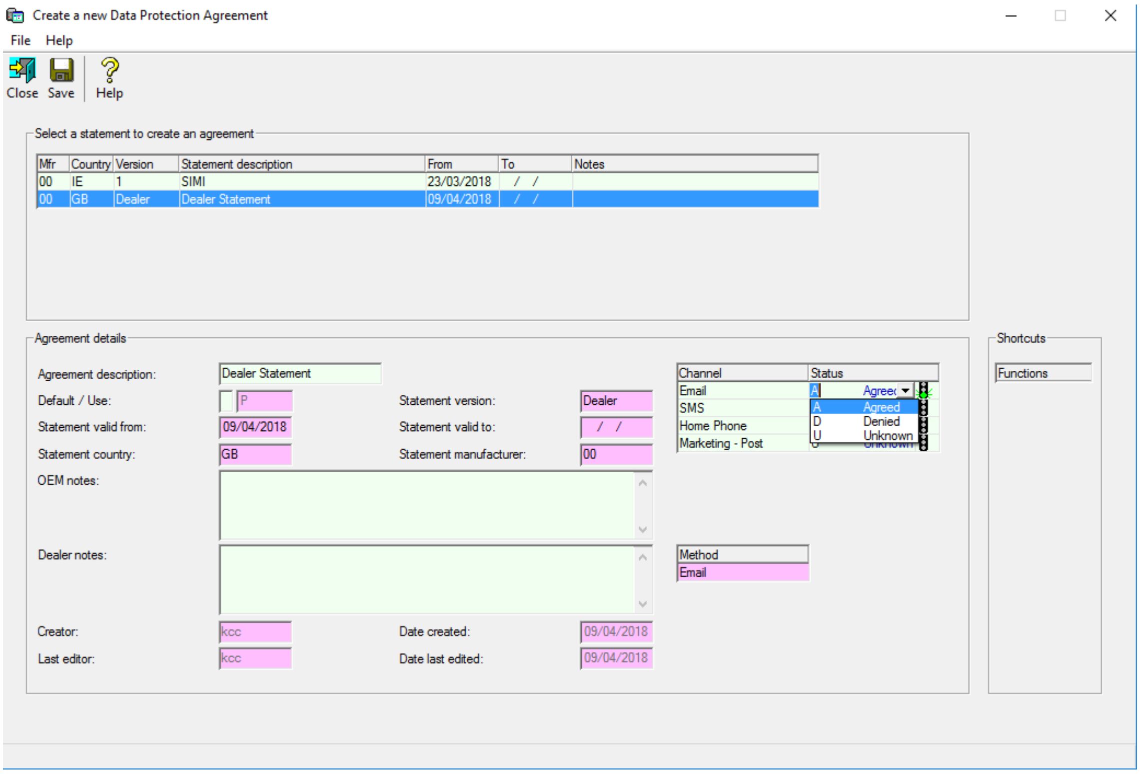
- ***Statement manufacturer*** – displays the manufacturer code of the underlying statement. This field isn't editable.

  Note: The fields named Statement are not copied to an agreement record. They are displayed directly from the statement which is the base of the current agreement.

- ***OEM notes*** – give the possibility to add some manufacturer specific remarks.
- ***Dealer notes*** – give the possibility to add some dealer specific remarks.
- ***Creator*** – is the user who first defined this agreement. This field isn't editable.
- ***Date created*** – is the date this agreement was defined. This field isn't editable.
- ***Last editor*** – is the user who last changed this agreement. This field isn't editable.
- ***Date last edit*** – is the date this agreement was last changed. This field isn't editable.

The channel grid in the agreement details section displays the communication channels belonging to the DPS. The initial status of all channels in the *Create* process is *Unknown.* Here, the dealer enters the consent or denial to every communication channel of the DPA declared by a customer or a company.

The method grid displays the methods belonging to the first channel in the grid or the channel last selected. This is for information only.



Note: Selecting the status '*Agreed'* of the communication channel indicates the customer or the company has given their explicit consent to be contacted by that channel of communication in relation to that agreement. If status is 'Denied' or 'Unknown' for a channel of an agreement then the customer or company has not given their consent and this channel of communication is not permitted.

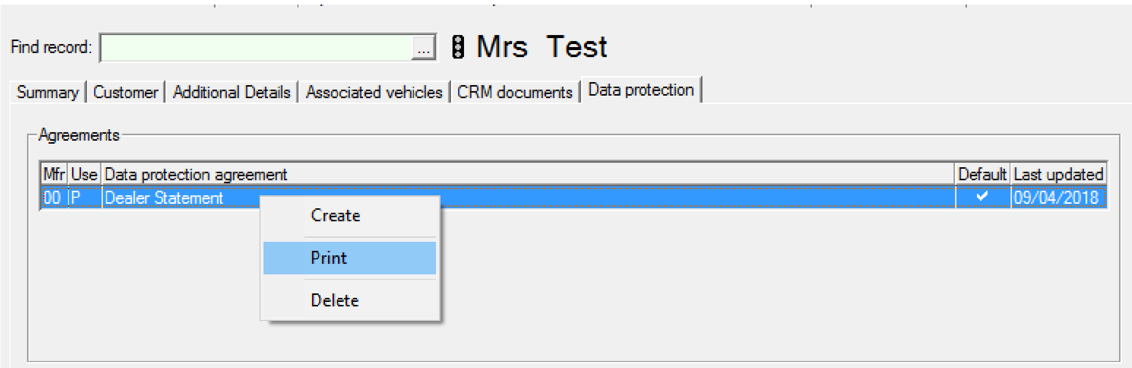
Note: The adding, deleting and amending of agreements can be audited using Autoline's existing database auditing functionality. Please don't forget to configure necessary entries in the auditing database in:

- *System utilities*
- *Management menu*
- *Database auditing*
- *Audit control*

Please see the section on '<u>Defining the General Parameters'</u> for audit set-up.

Print an agreement

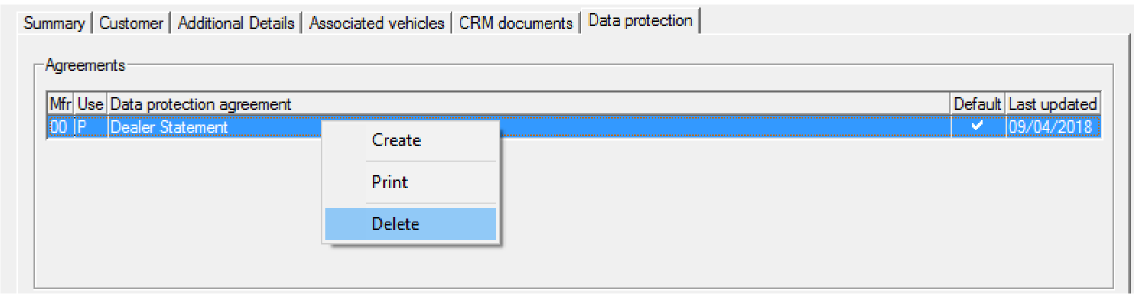
To print an agreement, a user can right-click in every agreement line of the grid. After a right-click a context menu with the options *Create, Print* and *Delete* appears, as shown in the example below.



If a format stationery is stored in the underlying DPS the user can click the *Print* option and the current agreement will be printed.

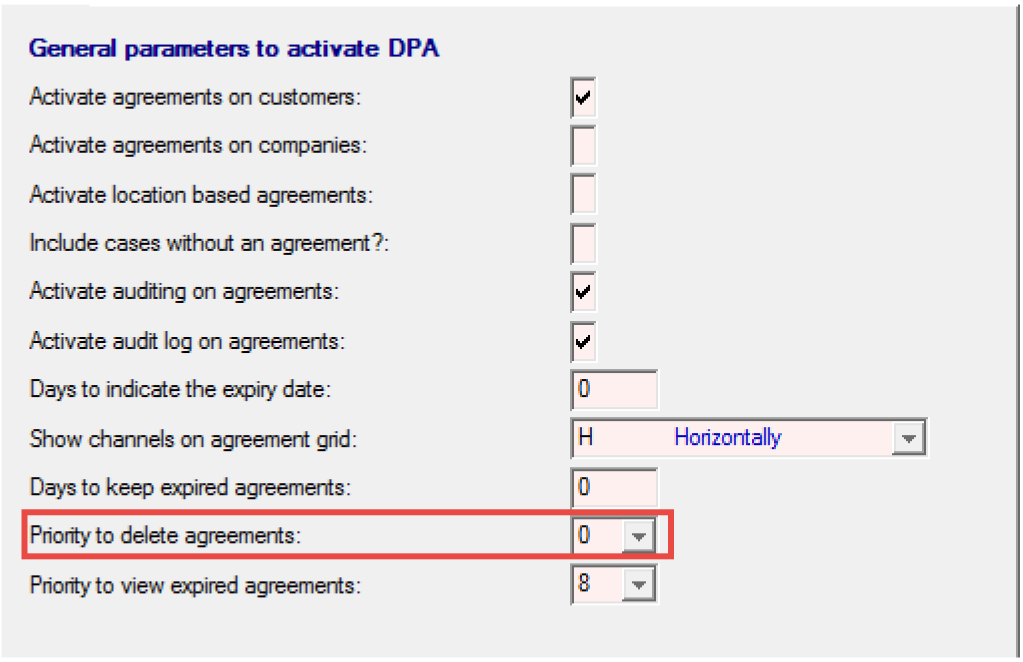
Delete an agreement

To delete an agreement, a user can right-click in every agreement line of the grid. After a right-click a context menu with the options *Create, Print* and *Delete* appears, as shown in the example below.



To delete an agreement, a user with the required priority level should click the *Delete* option. The priority to delete agreements is set in:

- *Manufacturing Systems*
- X4 *CRM Add-ons menu*
- *Generic CRM parameters*
- *Data protection parameters*
- *Priority to delete agreements*



You can set a priority for a user to be able to view expired agreements, which can be set on the General tab within Data protection parameters as detailed above. The field is called 'Priority to view expired agreements'. Any users with lower than this CRM priority will not be able to see an expired agreement on the customer record.

Note: The adding, deleting and amending of agreements can be audited using Autoline's existing database auditing functionality. Please don't forget to configure necessary entries in the auditing database in:

- *System utilities*
- *Management menu*
- *Database auditing*
- *Audit control*

Please see the section on 'Defining the General Parameters' for audit set-up

Amend an agreement

To amend an agreement, a user switches to the *Edit* mode in CRM.

All editable fields in the *Agreement details* section (shown in light green) can be changed. See paragraph *Create an agreement* for the explanation of the meaning of the fields.

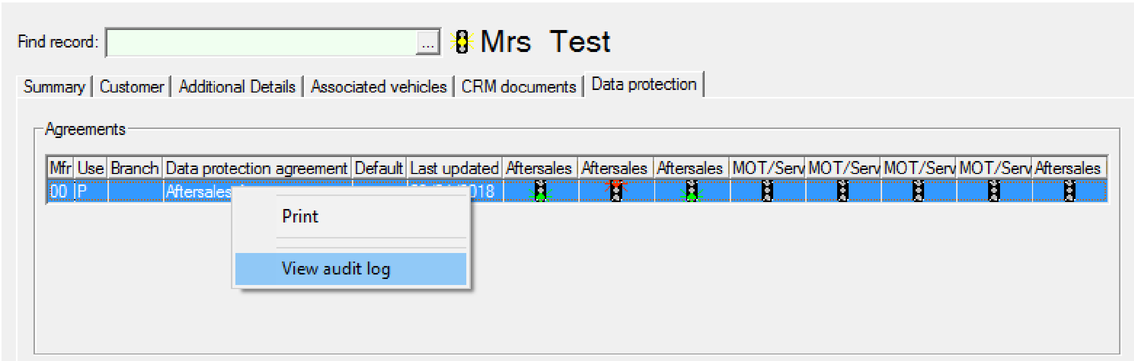
Note: The adding, deleting and amending of agreements can be audited using Autoline's existing database auditing functionality. Please don't forget to configure necessary entries in the auditing database in:

- *System utilities*
- *Management menu*
- *Database auditing*
- *Audit control*

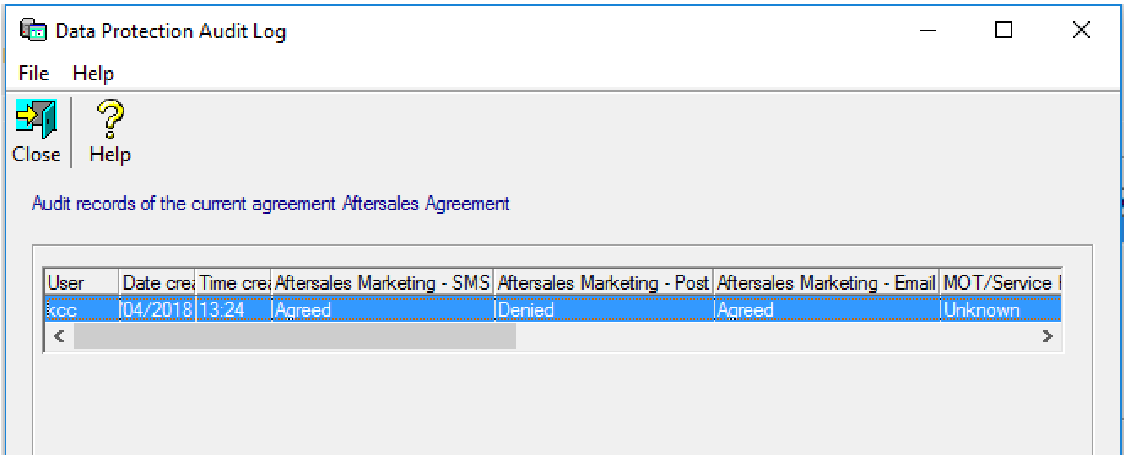
Please see the section on 'Defining the General Parameters' for audit set-up.

View the Audit log for an agreement

In addition to activating the existing core database auditing, if the general parameter “Activate audit log on agreements” has been selected then an audit record is created each time the status of a channel is changed and the customer saved. This log can be viewed by right-clicking on an agreement in the “Agreements” grid and selecting “View audit log”.



The user will then be presented with a view of the audit log. Each audit record stores the time and date the change was made and the user ID of the user who made the change.



4.2.3 Shortcuts

The shortcuts bar to the right of the data protection tab is currently not in use. Such functionality is outside the scope of this document.

4.3 References to data protection agreements in other Autoline modules

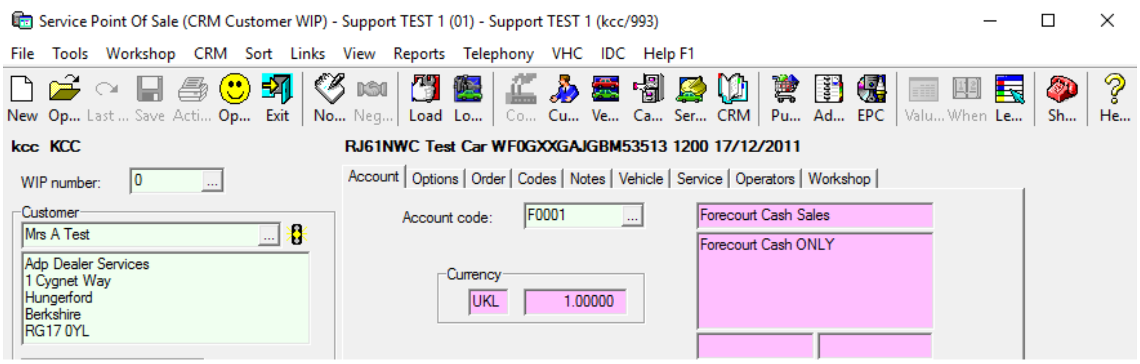
The traffic light system for DPAs is not only used in CRM, but also in Point of Sale (POS), Vehicle Stock Book (VSB), CM and Showroom (SR) to draw attention to the status of DPAs for the customer or company.

Note: Keep in mind that the traffic light symbol represents in POS, VSB, CM and SR only the status of the default DPA of the company or customer

Note: There are future developments pending to facilitate clearer traffic lights in these modules.

4.3.1 Point of sale

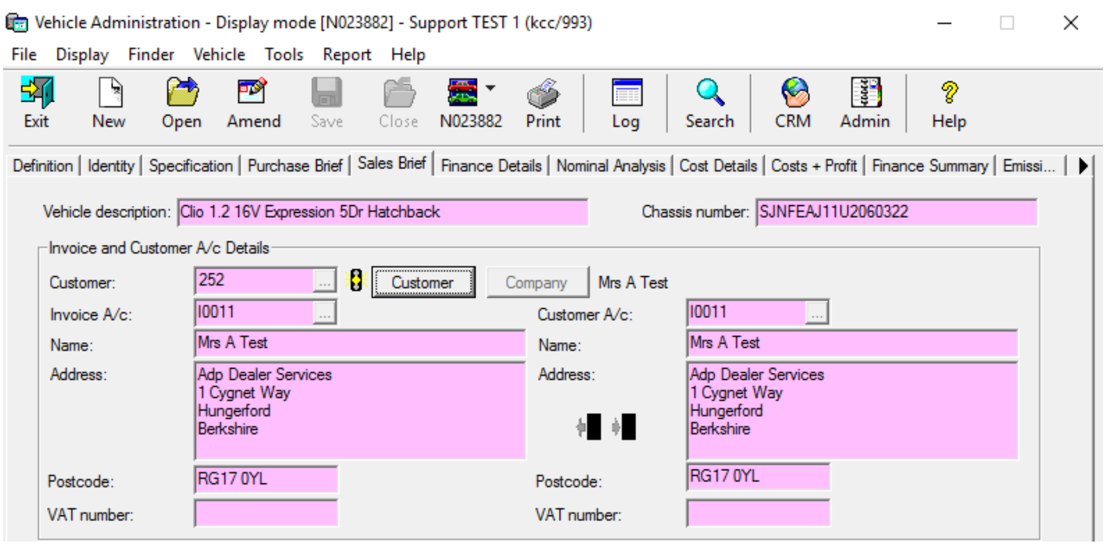
In POS, the traffic light symbol is displayed on the right side of the customer name in the *Customer* section.



4.3.2 Vehicle stock books

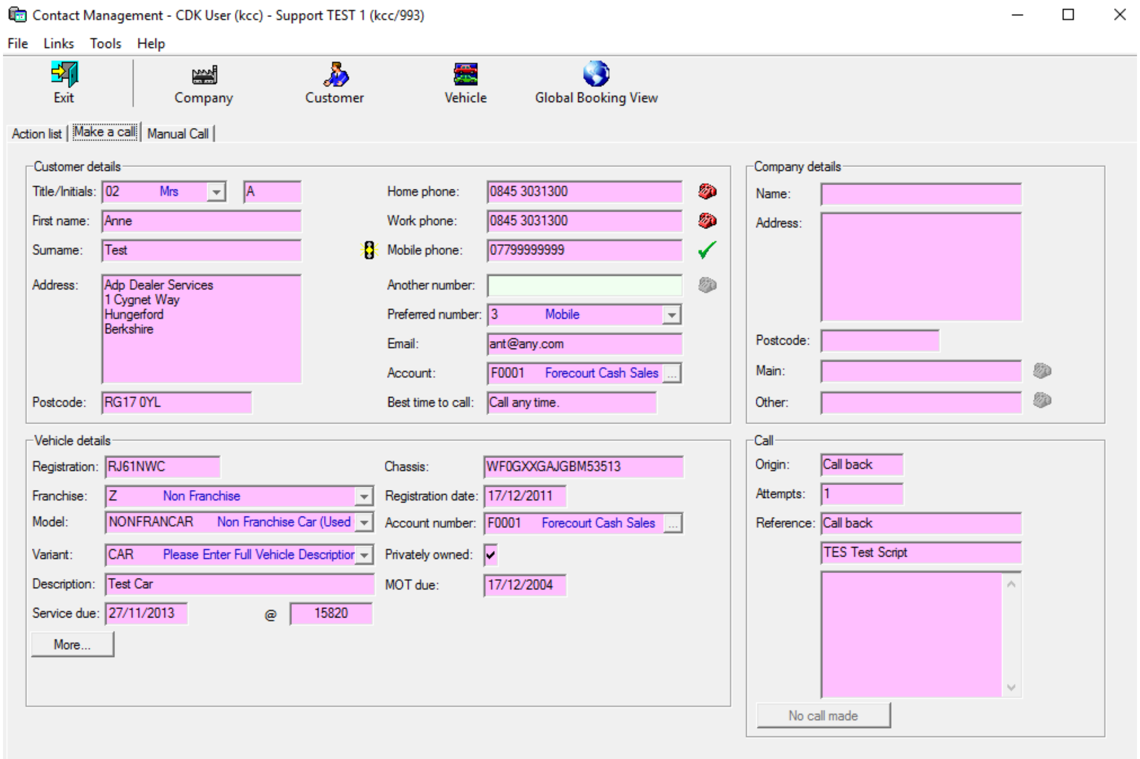
In VSB, the traffic light symbol is displayed in the *Vehicle Administration* form at two places:

- On the right side of the customer magic number in the *Last owner's details* section on the *Purchase Brief* tab
- On the right side of the customer magic number in the *Invoice and Customer A/c Details* section on the *Sales Brief* tab



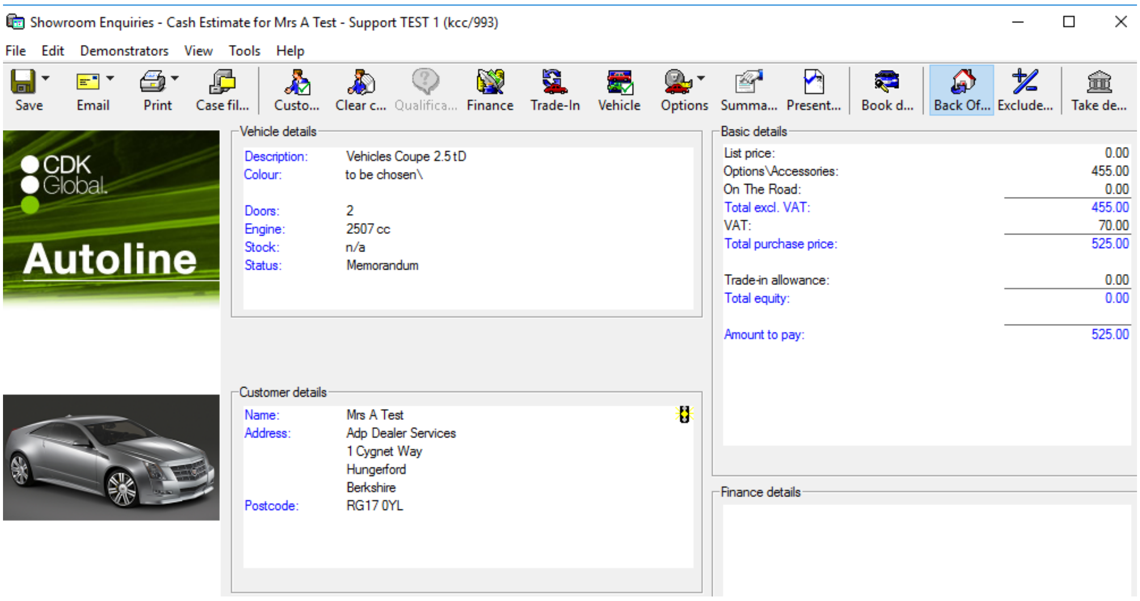
4.3.3 Contact Management

In Contact Management, the traffic light symbol is displayed on the right side of the customer's surname on the 'Make a call screen' and the 'Review' screen



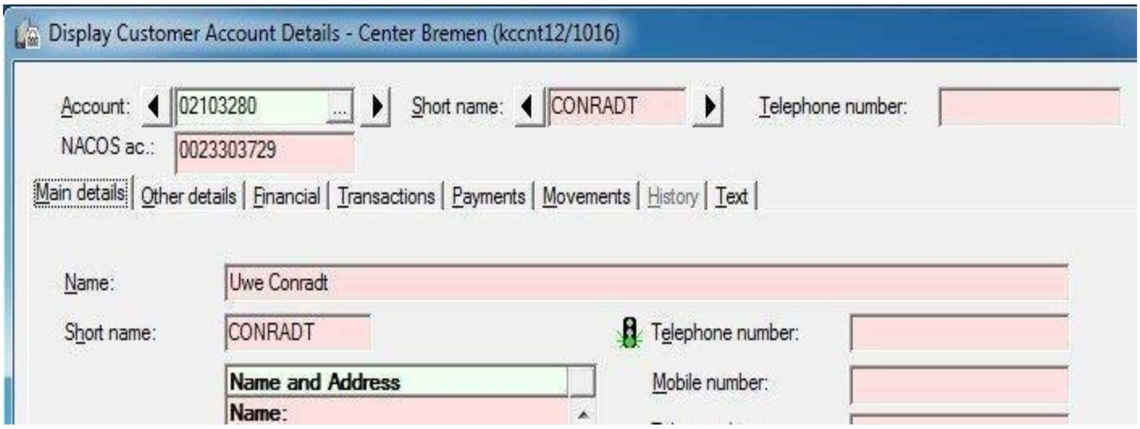
4.3.4 Showroom

In Showroom, the traffic light symbol is displayed on the right side of the name line in the *Customer details* section of the *Showroom Enquiries - Cash Estimate for …* form.



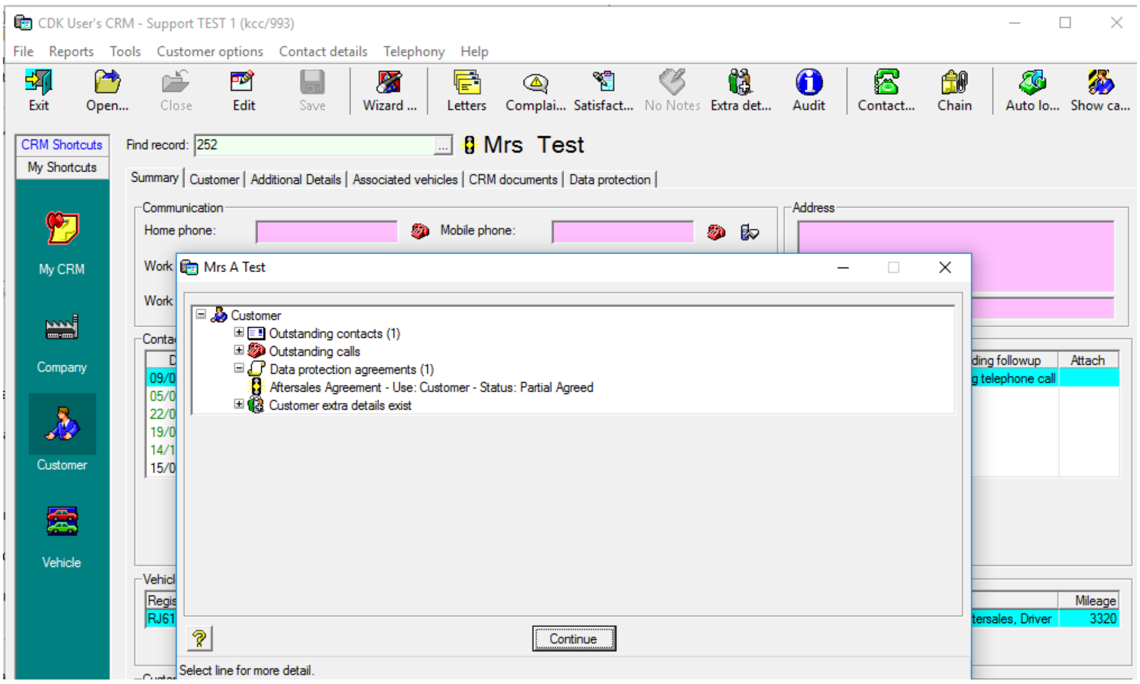
4.3.5 Sales Ledger

In Sales Ledger, the traffic light symbol is displayed on the right side of the *Short name* in the *Main details* tab of the *Display Customer Account Details* form.



4.4 Case file

Information related to any DPAs that have been created for a customer or company will be added to the case file so that a user is made aware that one more DPAs exists for the customer or company when he accesses the customer or company record.



If a DPA has been created then the new option '*Data protection agreements'* will be added in the customer or company case file.

If only one DPA exists for the customer or company this node will be displayed expanded and shows the DPA with the associated traffic light symbol.

If more than one DPA exists the option is collapsed and the number of DPAs is indicated in the text of the option.

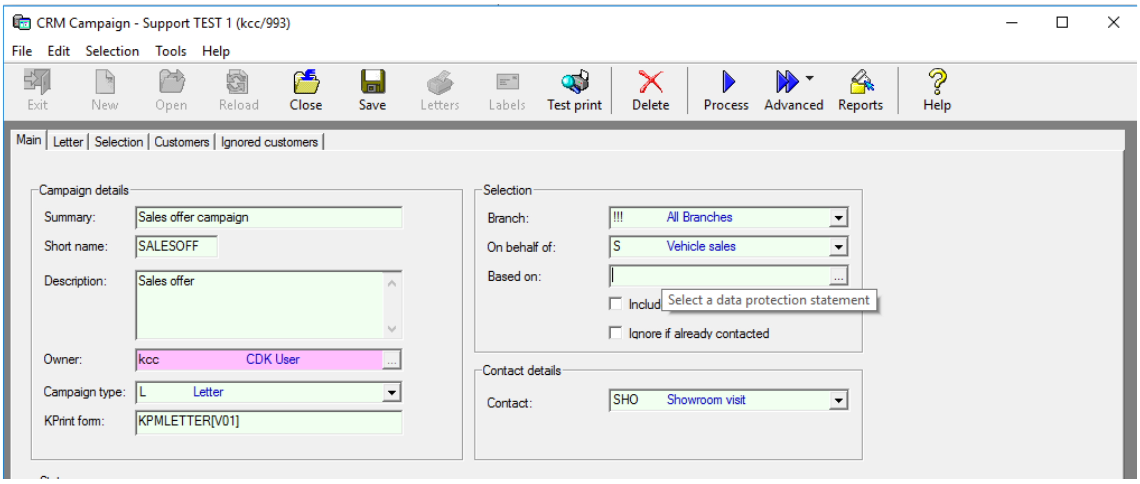
If the user clicks the + then the DPAs will be displayed. The user can click on the specific traffic light to be taken to the DPA tab with the relevant agreement loaded

If the setting '*Activate location based agreements'* has been set then the branch of an agreement is shown is the case file. Also, the default agreement(s) are indicated.

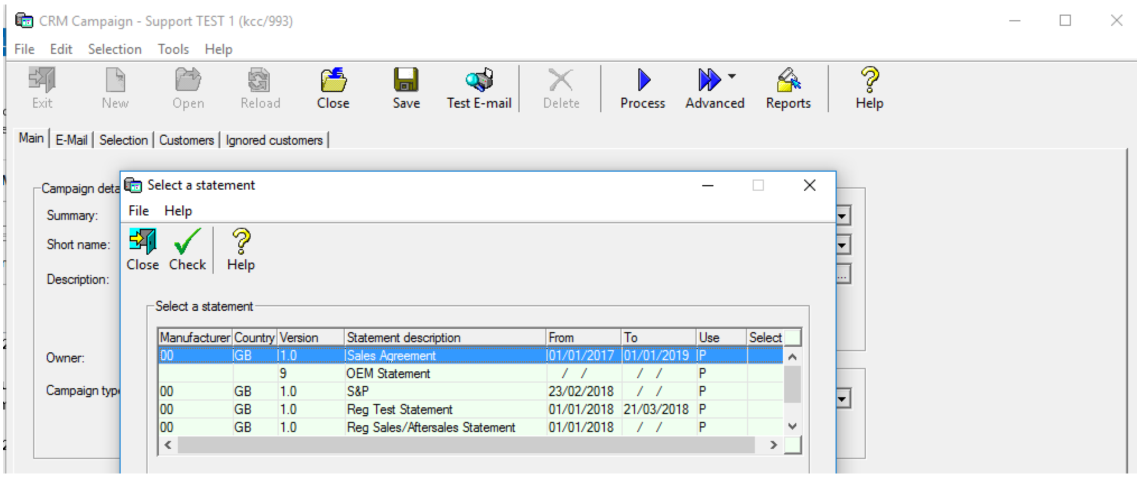
4.5 Campaigns

Within the campaigns tool in CRM there is a new ellipsis(…) where one statement can be selected for the basis of a campaign.

The user clicks the ellipsis of the field '*Based on'* to display the list of existing statements.

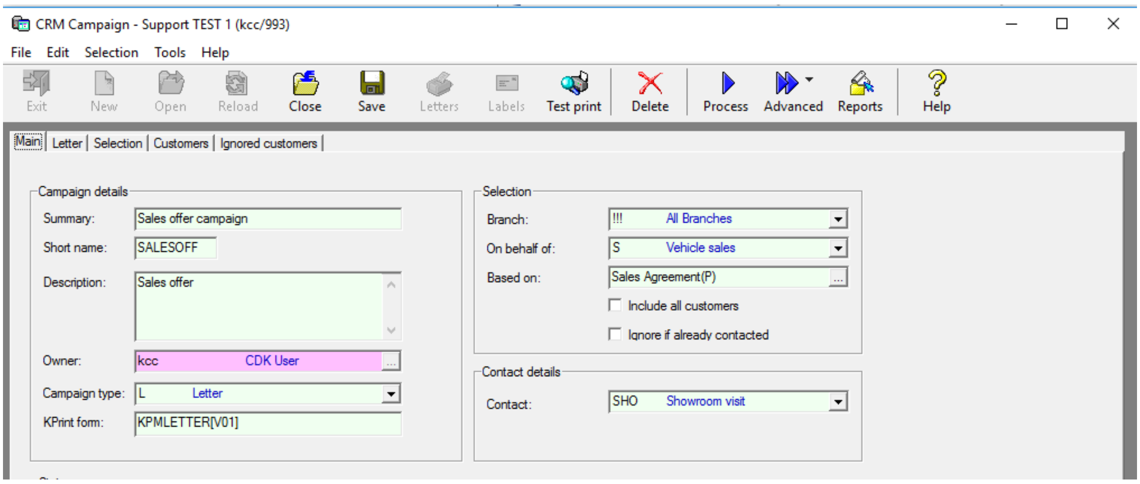


The user selects a statement with a left-click in the '*Select'* column and a click on the '*Check'* button. Only one statement can be the base for running a campaign.



If the parameter '*Activate location based agreements'* has been turned on then only statements permissible for the defined locations are available.

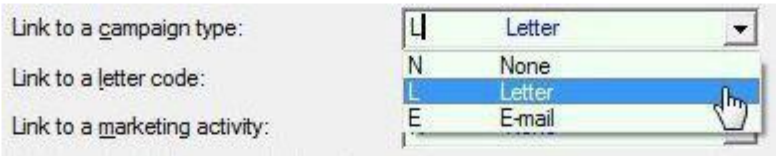
After selecting a statement as a base for the current campaign, the campaign can be processed clicking the *Process* button.



During the processing of a campaign, for every user, first the existence of DPAs is checked. The program takes the selected statement and looks to see if it is used as a base of one of the user's agreements.

If such an agreement is found the program checks the corresponding communication channel.

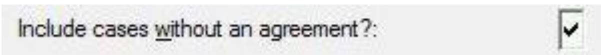
The parameter '*Link a campaign type'* on channel level is used to identify the communication channel which contains the consent or denial to a campaign.



If the user had agreed to this channel, it is included in the campaign and is displayed on the '*Customers'* tab.

If not, it will appear on the '*Ignored customers* tab'.

The value of the parameter '*Include cases without an agreement?'* substantially affects the number of customers which will be included in a campaign. The default of this parameter is blank, i.e. do not include customers or companies without DPA in campaigns.

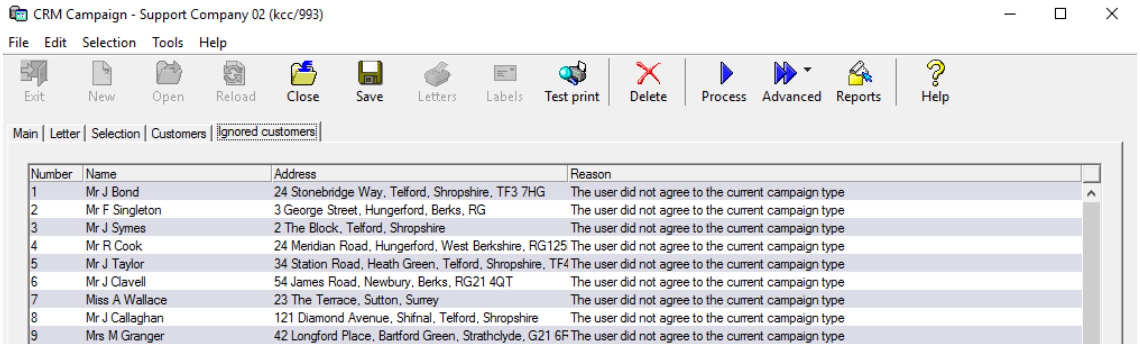


In the following examples there are seven customers: three agreed to be contacted, one denied. The three other didn't sign a DPA.

- Parameter *Include cases without an agreement?*- default

The customers who explicitly agreed to this communication channel can be found in the *Customers* tab.

The customer who didn't give their consent and the customers who do not have a DPA or their status is unknown appear in the *Ignored customers* tab

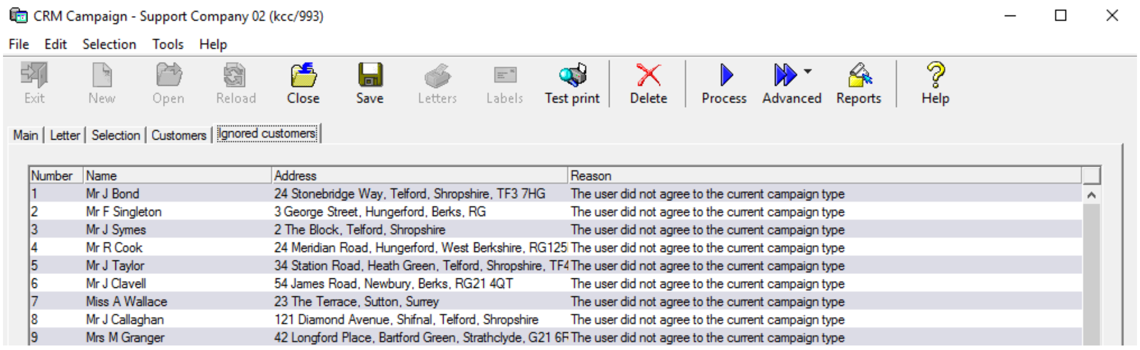


This is the safe way to contact only customers who gave the dealer their explicit consent

- Parameter *Include cases without an agreement?*- ticked

Not only the customers who agreed to this communication channel but also the customers with an unclear status can be found now in the *Customers* tab and will be contacted.

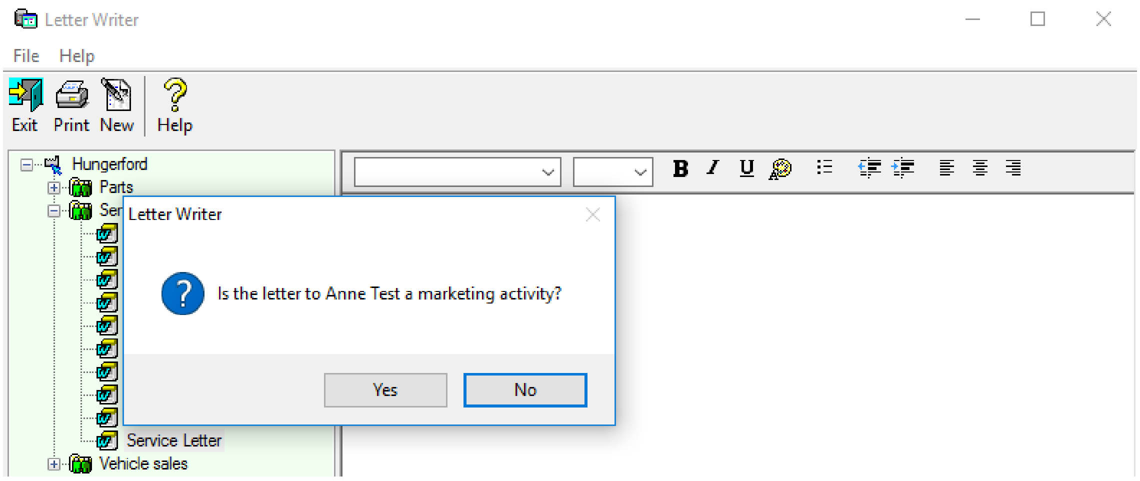
Only customers who had denied the communication channel appear in the *Ignored customers* tab



Note: Before using this parameter setting please think about the consequences.

4.6 Letter writer

The letter writer already observes the existing privacy settings. Once this product is installed, however, users will first be prompted to confirm the basis of the letter.



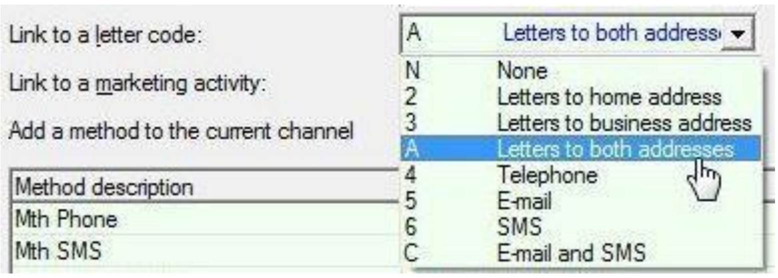
The user will be expected to select *Yes or No (Default is No)*. If the user selects *No* then the existing privacy settings will be used. If the user selects *Yes* then they will be prompted to select which DPA or DPAs should be considered. In case that there exists only one DPA for the current customer, this is selected automatically.

The user selects an agreement with a left-click in the ‘*Select* ‘column and a click on the ‘*Check’* button. Only one agreement can be the base for writing a letter.

If the parameter ‘*Activate location based agreements’* has been turned on, then checks will only be made against those agreements relevant to the user’s permissible locations. The user’s permissible locations will be derived from the GB user record.

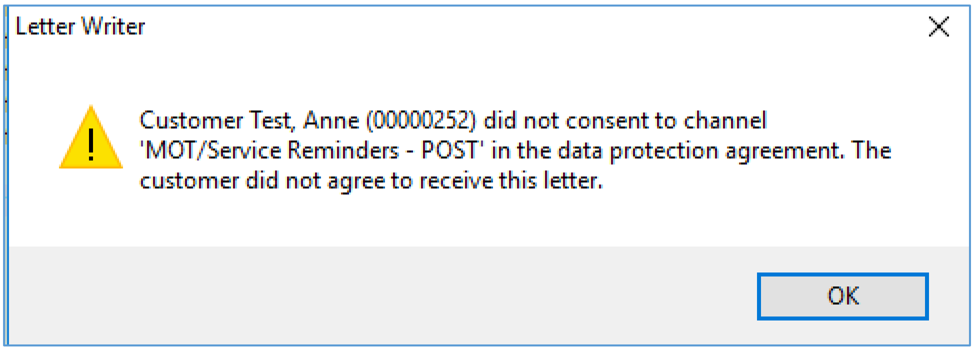
Before a letter is written the communication channels of the agreement are checked. First the letter code of the current letter is compared with the letter code of the channels and if there is a match the channel will be used.

The parameter ‘*Link a letter code’* on channel level is used to identify the communication channel which contains the consent or denial to receiving a letter. The specific characteristic of this parameter is described in paragraph *Description of channel details*



If the user had agreed to this channel, the letter template pops up and the letter can be finished.

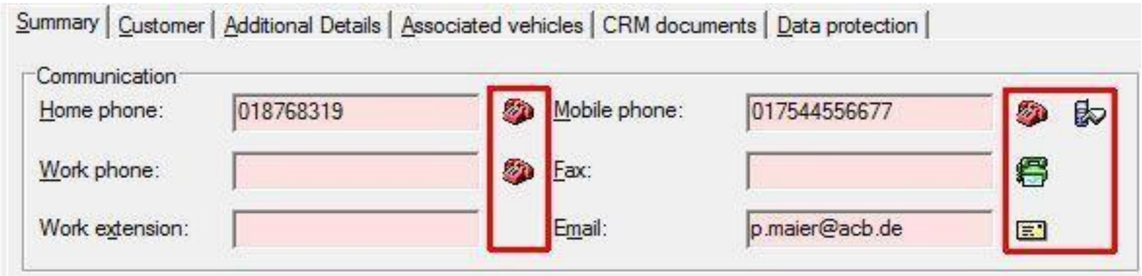
If not, the following message will appear.



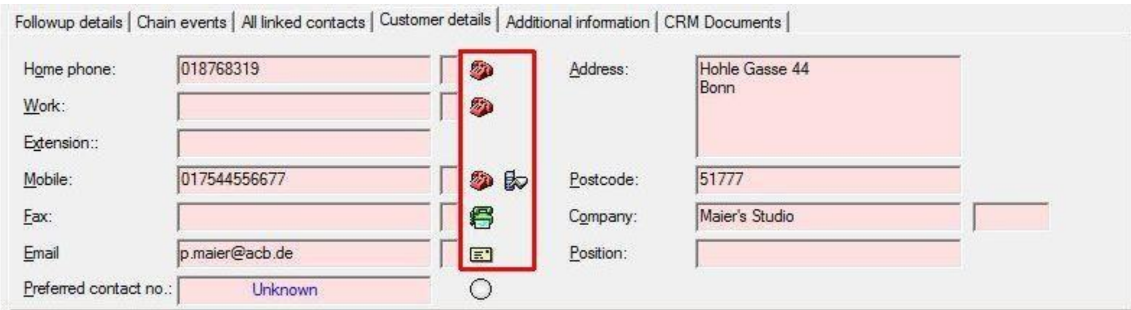
4.7 Marketing activities

From several places within the CRM module, the user can start both day-to-day and marketing contacts to a customer or a company. If a marketing activity should be performed the data protection agreement of the customer or company will be checked.

Marketing activities can be started from the *Summary* tab of the CRM module and from the *Customer details* tab of CRM Contact (see the red lined icon below).

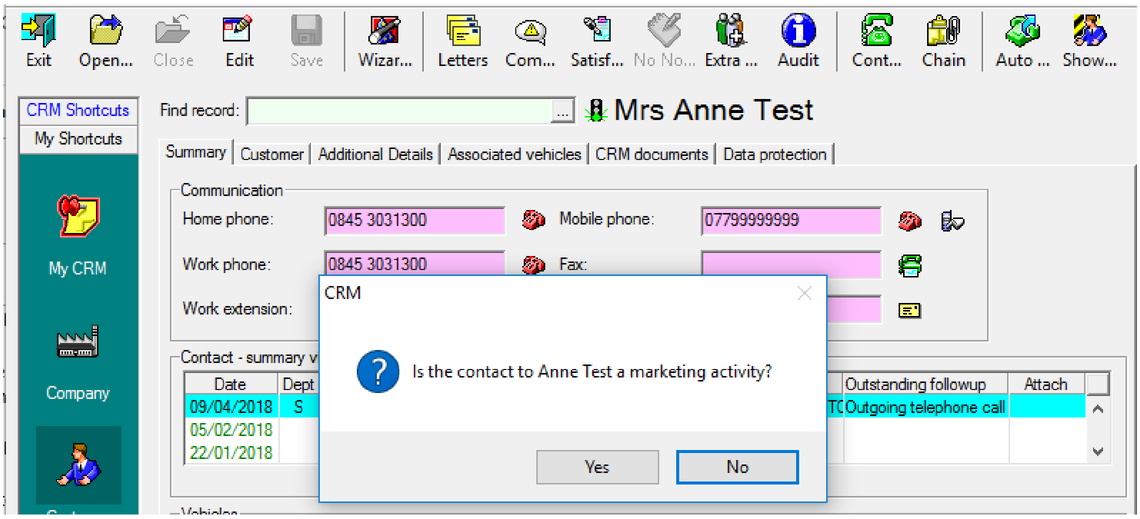


Summary tab of the CRM main program



Customer details tab of CRM Contact

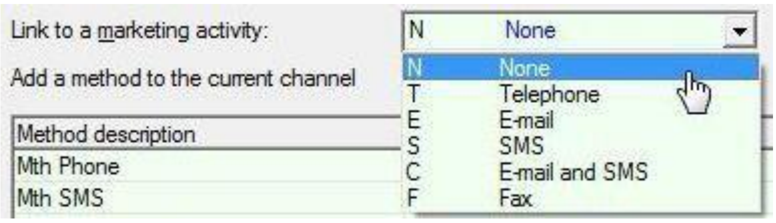
If the user clicks on one of the icons they will be prompted with the following question:



The user will be expected to select *Yes or No (Default is No)*.
If the user selects *No* then the existing privacy settings will be used.
If the user selects *Yes* then they will be prompted to select which DPA should be considered (a separate prompt screen appears only if the customer or the company has more than one DPA. Otherwise, the single DPA is the basis of the check).

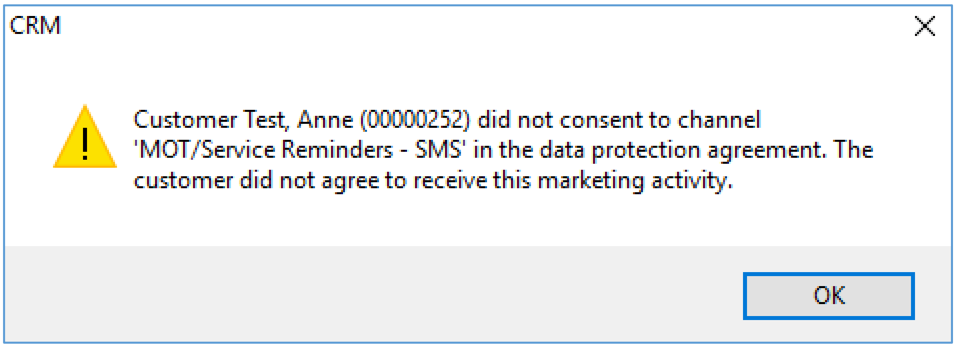
Before a contact is allowed, the communication channels of the current agreement are checked. First, the marketing activity code of the current activity is compared with the marketing activity code of the channels and if there is a match the status of the channel will be used.

'Parameter *Link to a marketing activity'* on channel level is used to identify the communication channel which contains the consent or denial of a marketing activity. The specific characteristic of this parameter are described in paragraph *Description of channel details*



If the user had agreed to this channel, the user can perform his activity.

If not, the following message will appear.



4.8 Deduplication utility

Within CRM, there is a deduplication tool. The user can select a company, customer or vehicle record amongst a number of similar records. They define can one *Master* record and one to several *Merge* records and mark the information in the merge records which will be copied into the master record. This allows the user to improve the quality of the CRM database by reducing the number of records and collating all information into one reliable place.

This is also relevant for DPAs on company or customer records.

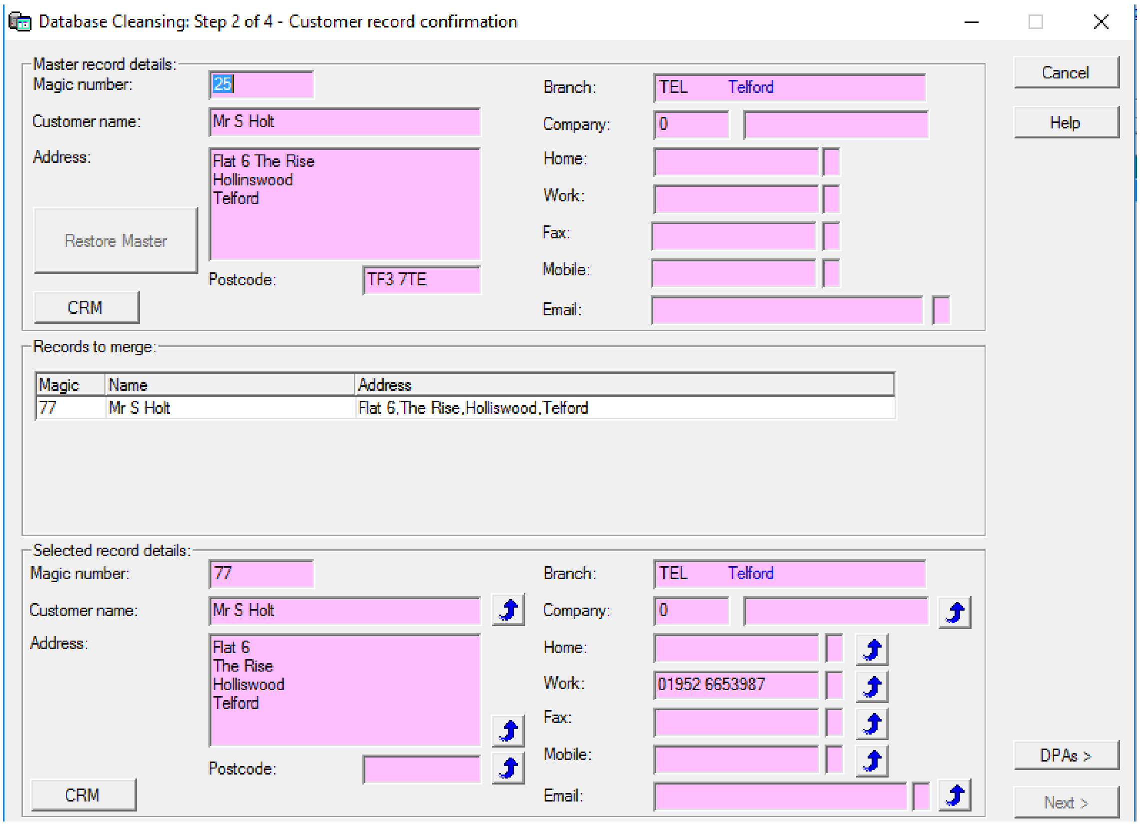
You can access the Deduplication utility by going to:

- *CRM*
- *Reports& Enquiries*
- *Database cleansing*
- *Deduplication utility*

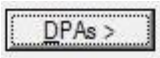
NOTE: care should be taken with your criteria as no more than 3 criteria options are recommended as this can impact system performance

After opening this tool the user decides which of the similar records for customer with the surname ‘Holt’ as shown in the example below) should be marked as *Master* and which as *Merge* record. The master record will remain in the database and the merge record will be deleted after the deduplication process is finished.

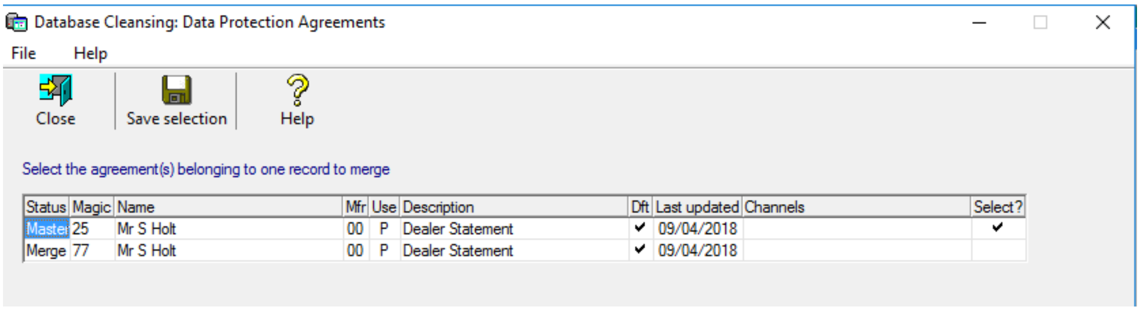
In the screen, you will see the details of the master record, a grid of merge records (in the following example, only one) and the details of the current merge record.



Because one of the selected records holds a DPA you will see this button on the right hand side near the bottom of the form.



If you click this button the '*Database Cleansing: Data Protection Agreements'* dialogue opens. The *Next* button is greyed out until the user has made a selection of a data protection agreement.



In this dialogue, the user finds a list of customers or companies with their corresponding DPAs.

Description of the columns of the *Select the agreement(s) …* grid

- ***Status*** – This is the current status of the record in the deduplication utility. Values: *Master* or *Merge*
- ***Magic*** – The CRM magic number of the company or customer
- ***Name*** – The name of the CRM company or customer
- ***Mfr*** – The manufacturer the agreement is valid for. Value '---' - no agreement found
- ***Use*** – Use of the agreement. Values: Commercial (company) or Personal (customer). Value '-' - no agreement found
- ***Description*** – Description of the agreement. Value 'No Agreement found' - no agreement found
- ***Dft*** – A tick in this column indicates the default agreement of the current company or customer
- ***Last updated*** – The date of the last updated of the current agreement.
- ***Channels*** – A click into this cell opens a dropdown containing the descriptions of all channels of the agreement
- ***Select?*** – A tick in this column marks the selection of an agreement (or agreements) of a company or a customer. The content of the selection either remains with the master record or will be copied to the master record

Note: - In the '*Select?'* Column, the master record is indicated with a tick as default selection. Only all agreements of a company or a customer can be selected. In the example above a tick into a line with magic number 1257 would select all three lines.

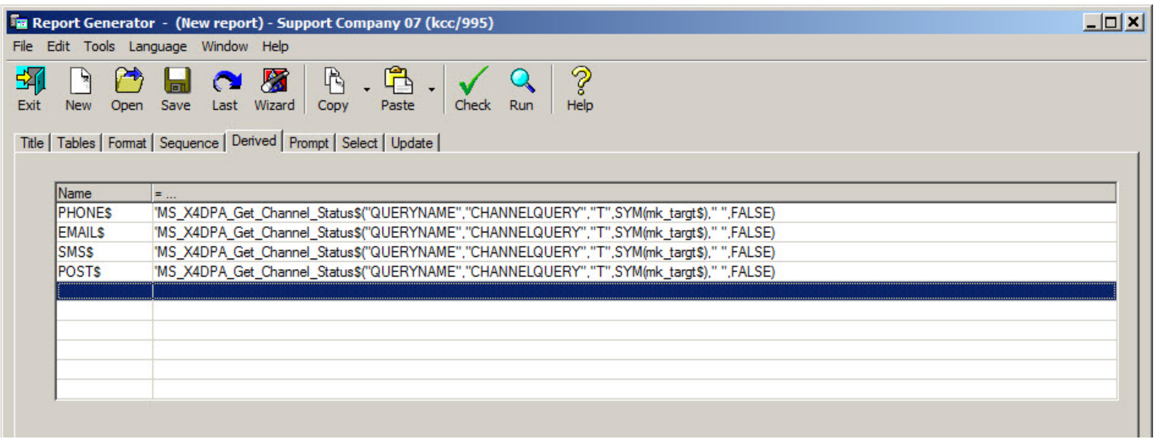
To go on with the deduplication process the user has to take a selection and click the ‘Save selection’ button. Then they return to the ‘*Database Cleansing: Step 2 of 4* form’. Here the *Next* button is now enabled and the user can continue.

4.9 MS routines for use in Report Generators and data extracts

There will be many reports and extracts on dealer systems (some standard Autoline and some dealer-defined) that currently make use of the existing customer and company privacy settings to determine whether or not communication should be permitted.

Once this product has been installed, however, dealers will need to distinguish between day-to-day business communication that forms part of their duty of care and marketing-based communication. For their day-to-day business communication, the existing customer and company privacy settings are sufficient to determine whether communication is permissible or not. For any marketing related communication, however, the relevant DPAs of the customer or company need to be considered to determine whether or not communication is permissible.

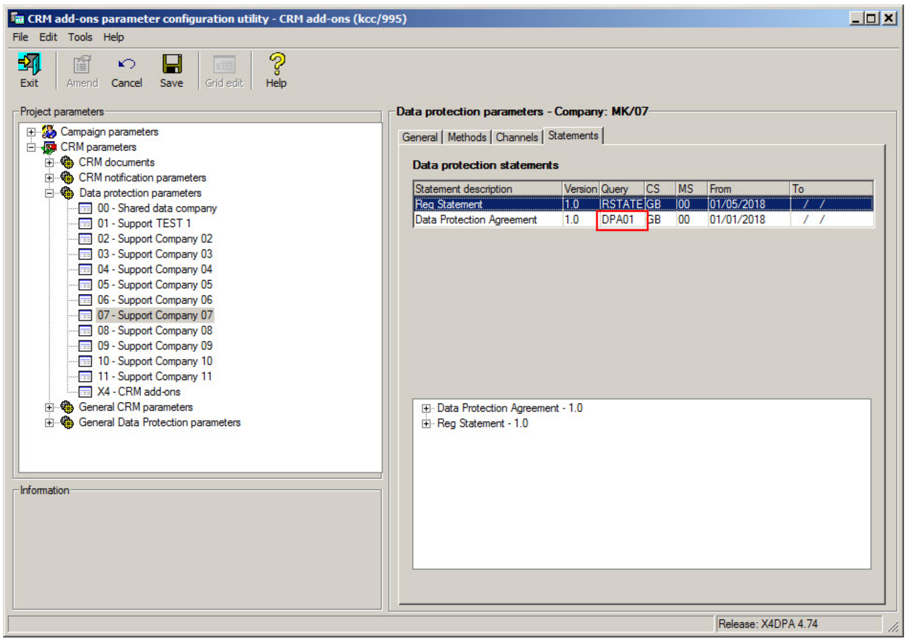
Each report that you wish to read the GDPR channels will need to have the following logic added to them:



The "QUERYNAME" parameter is taken from the **Statement** which can be located via:

- Select **Manufacturing systems** company **X4** from the Master menu
- Select **Generic CRM parameters** from the Manufacturer systems menu
- Select **CRM parameters**
- Select **Data protection parameters**
- Select the relevant **CRM company**
- Select the **Statements** tab

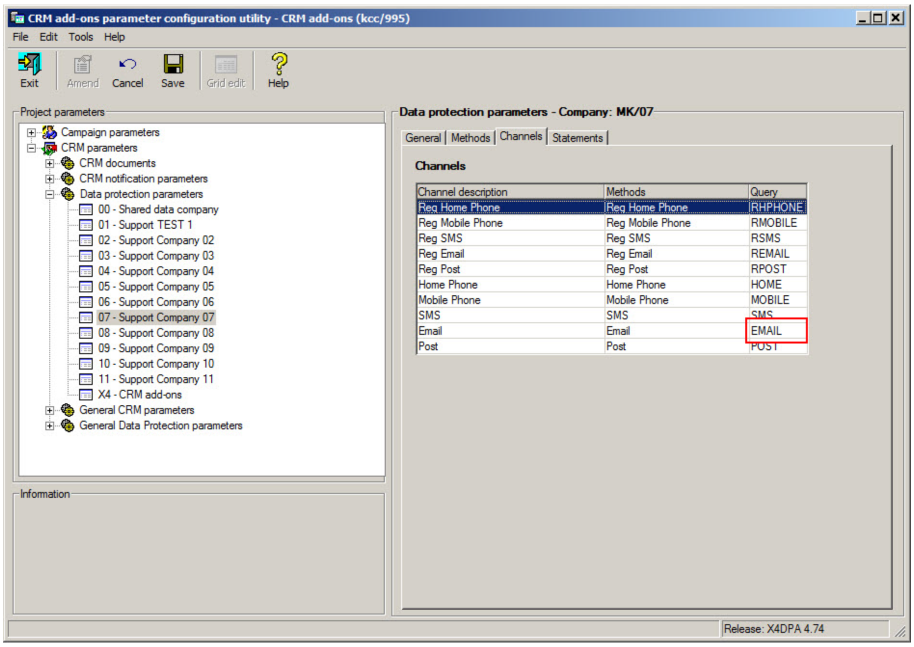
In this example the **Query** field is set to "**DPA01"** so this will need to replace "QUERYNAME" on the derived field:



The "CHANNELQUERY" parameter is taken from the **Channel** which can be located via:

- Select **Manufacturing systems** company **X4** from the Master menu
- Select **Generic CRM parameters** from the Manufacturer systems menu
- Select **CRM parameters**
- Select **Data protection parameters**
- Select the relevant **CRM company**
- Select the **Channels** tab

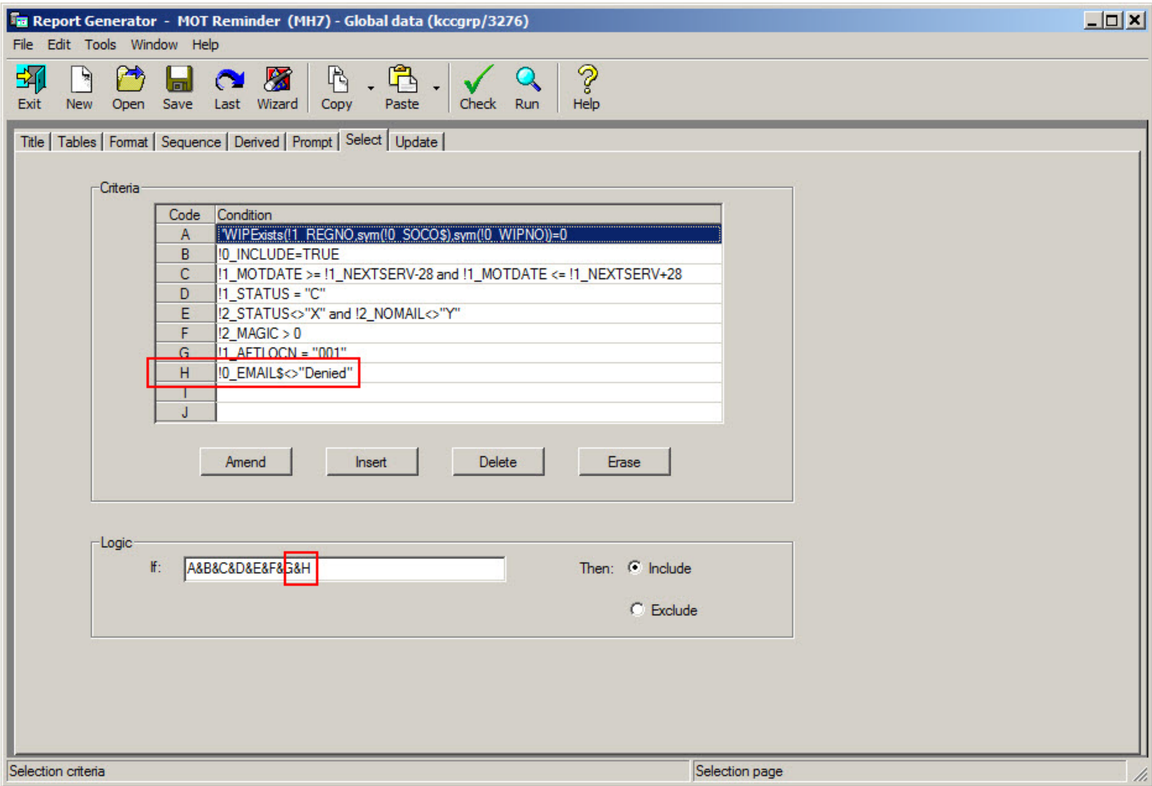
In this example the **Query** field is set to "**EMAIL"** so this will need to replace "QUERYNAME" on the derived field:



Therefore, if we were to add the derived field to look at this Statement and Channel it would need to be set to **'MS_X4DPA_Get_Channel_Status$("DPA01","EMAIL","T",SYM(mk_targt$)," ",FALSE)**

You will also need to add some Selection Criteria to the reports and include this in the Logic. For example, if the **EMAIL$** derived field is added then this **Selection Criteria** will need to exclude agreements where the GDPR consent status set to **Denied**. This will also need to be included in the **Logic**.

In the example below we have added **!0_EMAIL$<>"Denied"** to selection H and added **&H** to the **Logic**:



Other variables to the above Selection Criteria are **"Unknown"**, **"Agreed"** and **"No Agreement"** so depending on the report you could search for specific GDPR consent statuses.

When the report is run it will check the GDPR consent status for the customer record found and either **include or exclude** it from the results.

4.10 Report data

Right of portability

The right of portability foresees that an electronic file with his/her personal data should be provided to the customer if required. This can be configured via the following menu:

Note: The Export definition is added as part of the set-up to use C:\temp and scratch after export.

- *System Utilities*
- *Management Menu*
- *Export facilities*

The code *KG1* has to be configured as per the image below.
The field *PCDIR* is the local PC directory where the file is going to be saved, for example C:\Temp

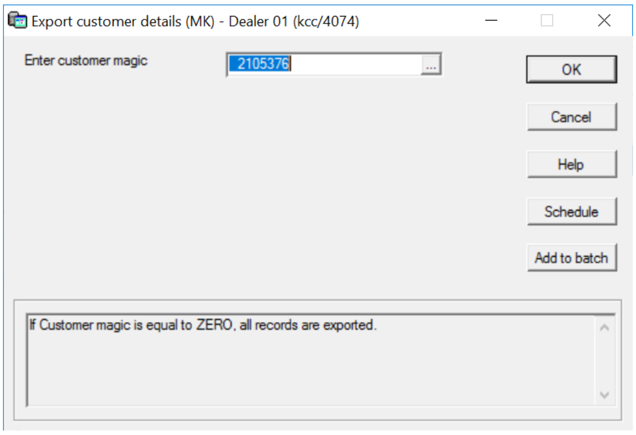
Dispositivo export.	Directorio host	Exportar a PC	Directorio del PC	Formato	Borrar después expor	Dirección navegador
CODE	HOSTDIR	PC	PCDIR	FORMAT	SCRATCH	BROWSE
KG1	../xfer	Y	C:/temp	csv	N	

After this configuration is complete, we are able to extract end customer data do deliver in an electronic format.

To do this, navigate to:

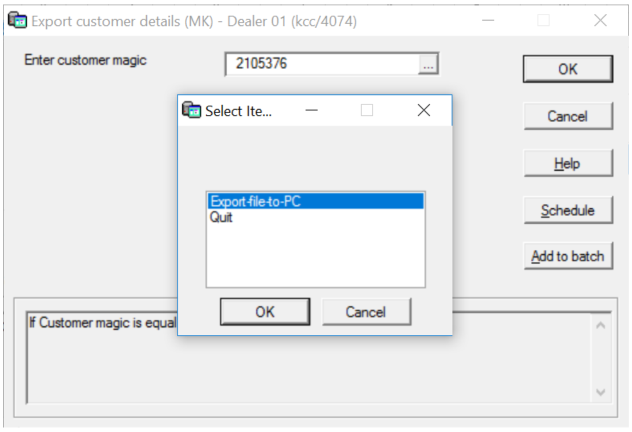
- *CRM*
- *Company*
- *Reports & enquires*
- *GDPR Reports Menu*
- *Export customer details*

Select the customer by entering the magic number or by searching.
The, Select OK.



Select Export file-to-PC

A .csv file will be created on the configured PC directory. The file will be named the customer's magic number.csv



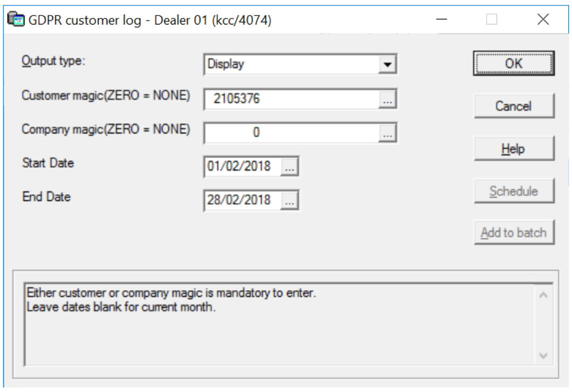
GDPR Customer Log

It is now possible to report with the detail of each marketing event that are made to a customer or to a company, if required.

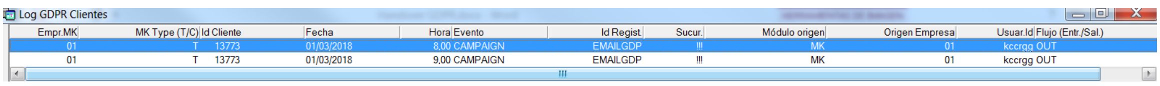
To do this, navigate to:

- *CRM*
- *Company*
- *Reports & enquires*
- *GDPR Reports Menu*
- *GDPR Customer Log*

Select the customer or the company by entering the magic number or search via the ellipse
Enter a date period for the report



A report with the customer personal data activity will be listed

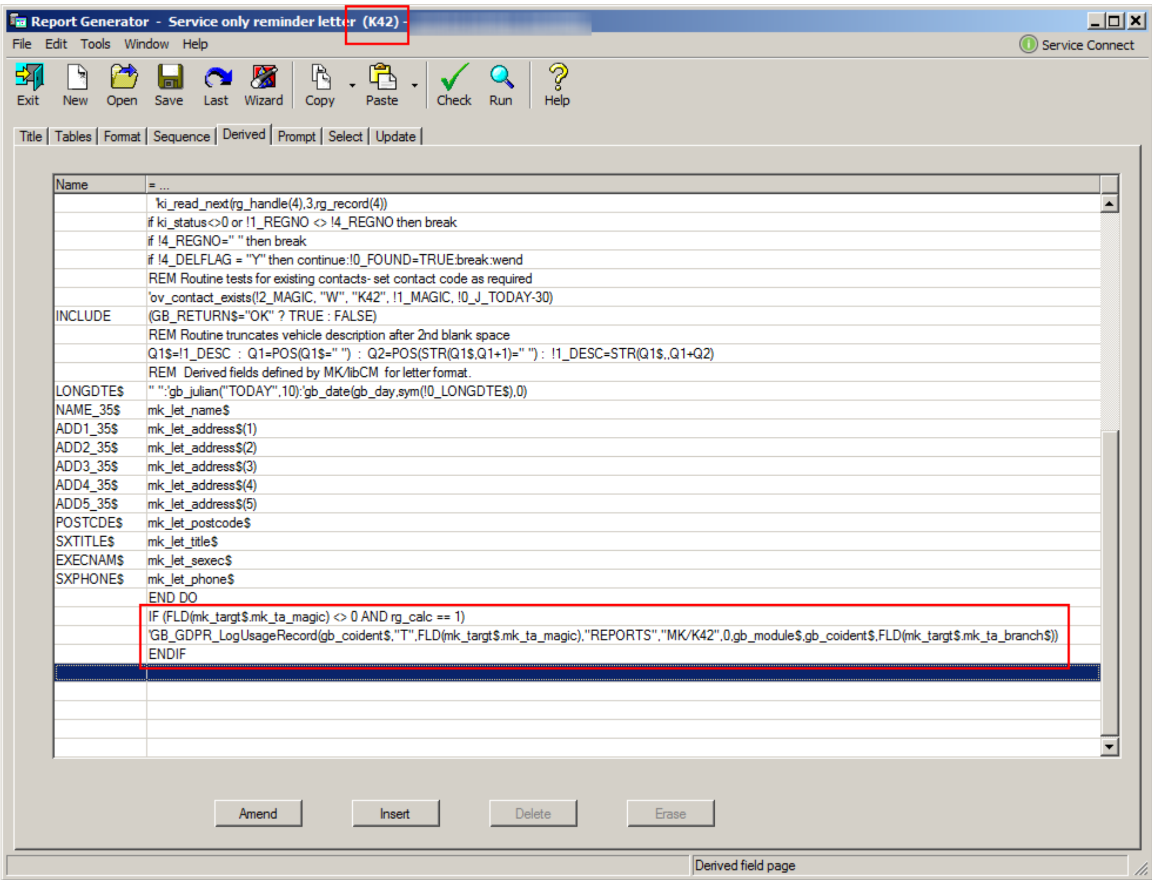


This report, by default, shows Autoline marketing actions via Campaigns. To capture data that is from rep-gen reports, the following derived fields will need to be added to the reports in order to start to log the extracted information.

On the derived fields of the report the following function should be added:

IF (FLD(mk_targt$.mk_ta_magic) <> 0 AND rg_calc == 1)
'GB_GDPR_LogUsageRecord(gb_coident$,"T",FLD(mk_targt$.mk_ta_magic),"REPORTS","XXXX",0,gb_module$,gb_coident$,FLD(mk_targt$.mk_ta_branch$))
ENDIF

The "XXXX" element should be replaced with the module and report, for example, "MK/ABC" - this will write this text to the log file so you can see which report has been run that uses the customer data.



With this function added to the original report we can log extraction, and when the *GDPR Customer Log Report* is run, campaign and rep-gen report data information will be extracted.

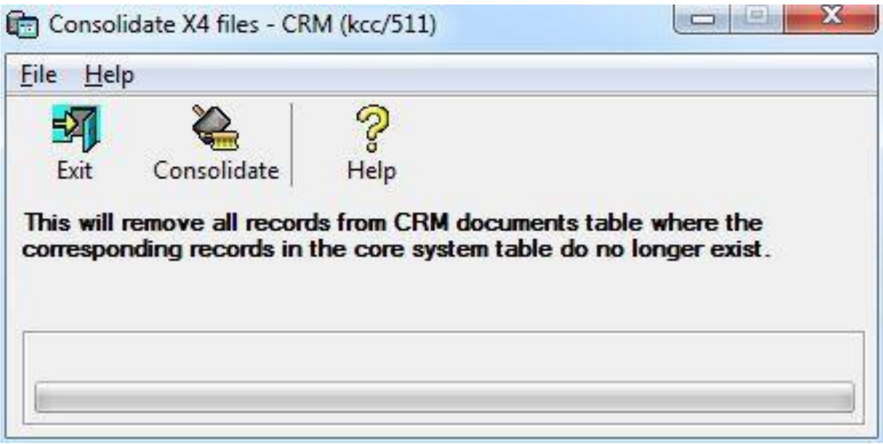
4.11 Consolidation routine

A consolidation routine can be found in

- *Manufacturing Systems*
- *X4CRM Add-ons menu*
- *Consolidate X4 files*

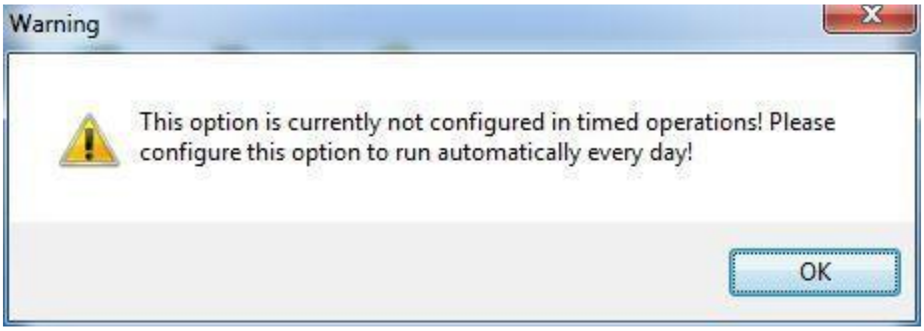
This requires priority 7 access in MS X4

This routine can be processed manually or in timed-operations.



This program is a collection of consolidation routines of all Generic CRM add-ons. One of these deletes all data protection agreements and their corresponding channel statuses if the customer or the company no longer exists in the CRM main files (MK.targt and MK.compy)

As long as there is no entry in timed-operations, the following message appears:

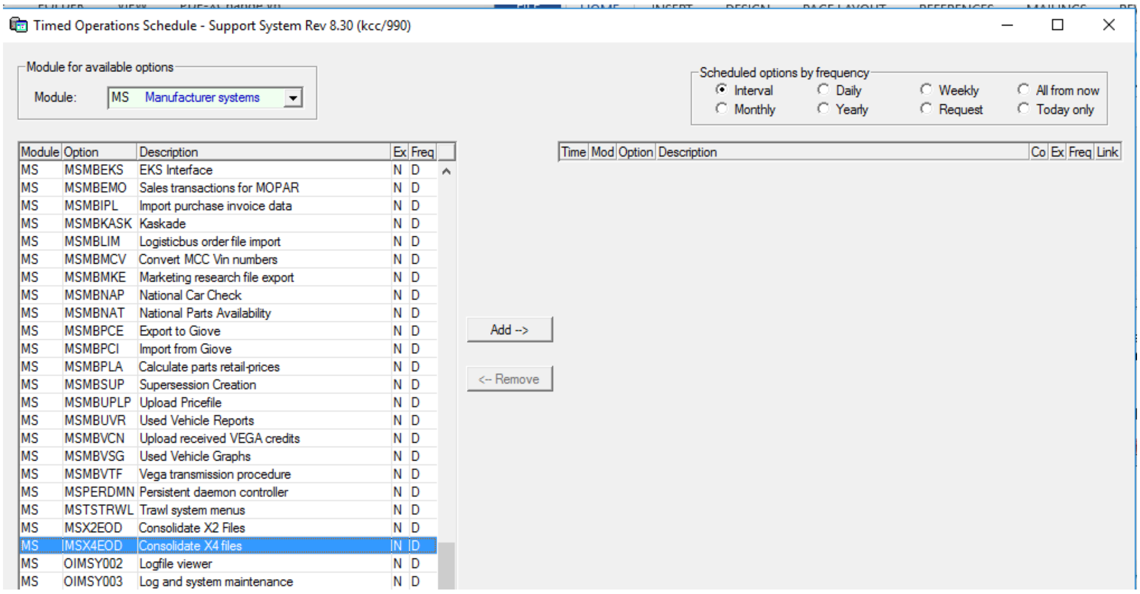


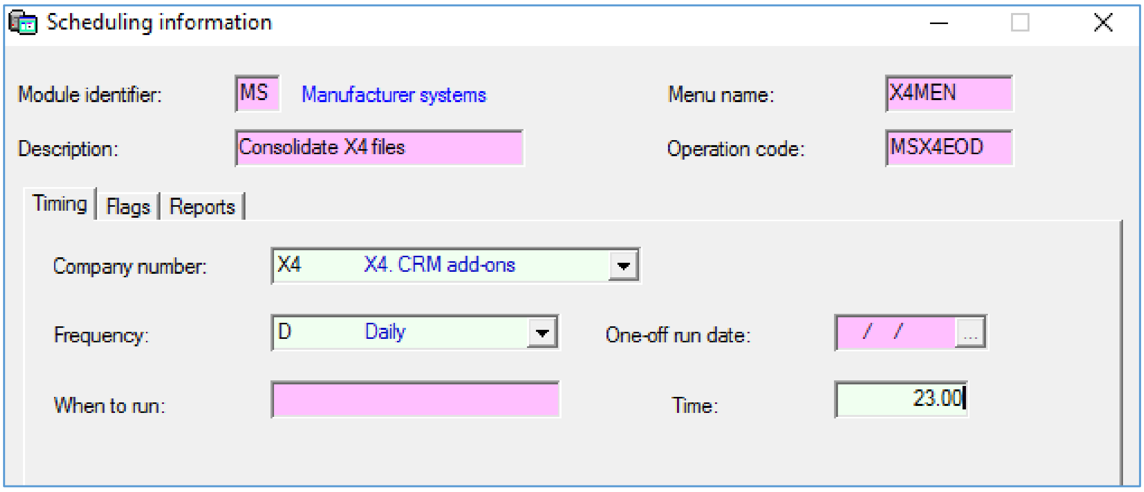
To add the entry to timed-operations navigate to:

- *System utilities*
- *Timed operations*
- *Configure Schedule*
- *Module MS*
- *MSX4EOD*

Add as required, daily or weekly

NOTE: This must be added for Company number X4 only


Timed Operations Schedule - Support System Rev 8.30 (kcc/990)
Module for available options
Module: MS Manufacturer systems
Scheduled options by frequency
Interval
Daily
Weekly
All from now
Monthly
Yearly
Request
Today only
Module Option Description Ex Freq
MS MSMBEKS EKS Interface N D
MS MSMBEMO Sales transactions for MOPAR N D
MS MSMBIPL Import purchase invoice data N D
MS MSMBKASK Kaskade N D
MS MSMBLIM Logisticbus order file import N D
MS MSMBMCV Convert MCC Vin numbers N D
MS MSMBMKE Marketing research file export N D
MS MSMBNAP National Car Check N D
MS MSMBNAT National Parts Availability N D
MS MSMBPCE Export to Giove N D
MS MSMBPCI Import from Giove N D
MS MSMBPLA Calculate parts retail-prices N D
MS MSMBSUP Supersession Creation N D
MS MSMBUPLP Upload Pricefile N D
MS MSMBUVR Used Vehicle Reports N D
MS MSMBVCN Upload received VEGA credits N D
MS MSMBVSG Used Vehicle Graphs N D
MS MSMBVTF Vega transmission procedure N D
MS MSPERDMN Persistent daemon controller N D
MS MSTSTRWL Trawl system menus N D
MS MSX2EOD Consolidate X2 Files N D
MS MSX4EOD Consolidate X4 files N D
MS OIMSY002 Logfile viewer N D
MS OIMSY003 Log and system maintenance N D
Add -->
<-- Remove
Time Mod Option Description Co Ex Freq Link


Scheduling information
Module identifier: MS Manufacturer systems
Menu name: X4MEN
Description: Consolidate X4 files
Operation code: MSX4EOD
Timing
Flags
Reports
Company number: X4 X4. CRM add-ons
Frequency: D Daily
One-off run date: / /
When to run:
Time: 23.00

4.12 Glossary

Term	Acronym	Description
Data protection statement	DPS	A statement that details what personal information will be collected and how this information will be used.
Data protection agreement	DPA	A record of a customer's agreement or non-agreement to the terms of a privacy statement
Channel of communication	na	A defined category of communication methods, e.g. Electronic
Method of communication	na	A specific method of communication within a channel of communication. For example, e-mail and SMS might be methods of communication within the Electronic channel of communication.