

Advanced Data Privacy and Protection



Agenda

Data privacy and security trends

Introducing Advanced Data Privacy and Protection

Key capabilities included

Roadmap

Trust is the cornerstone of customer relationships



81%

of customers refuse to do
business with a brand they
don't trust

RISING CONSUMER
PRIVACY DEMANDS



DATA BREACHES

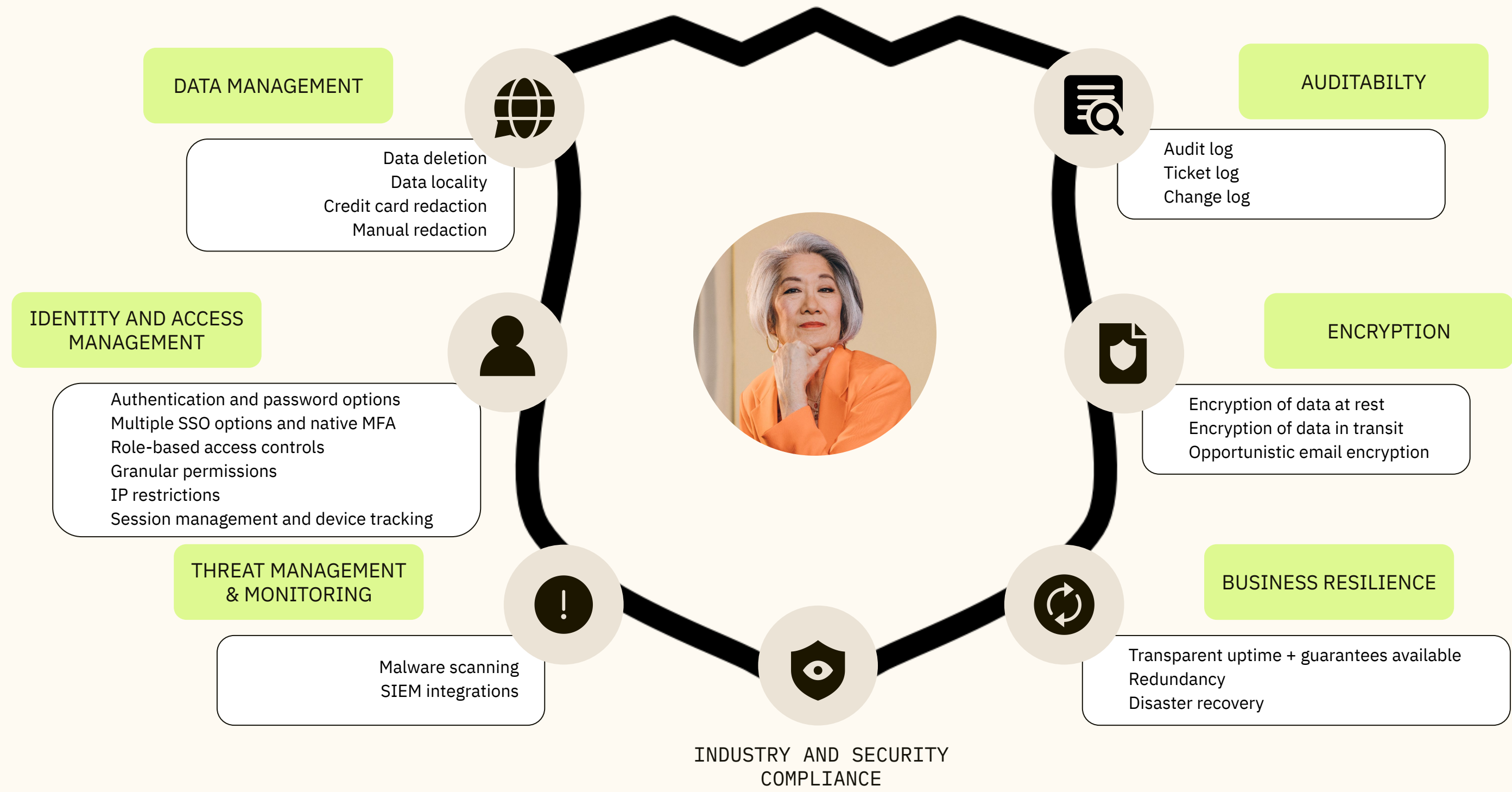
Companies are struggling to build trust in a changing data privacy and security landscape

INCREASED THREATS



EXPANDING
LEGISLATION AND
REGULATION

Zendesk has always provided trusted CX



And some companies face even greater data privacy challenges

Operating in regulated regions



Operating in regulated industries



Managing large amounts of personal data



Maintaining strict internal security and privacy policies

Advanced Data Privacy & Protection

Deliver the most trusted CX

Safeguard your business with stronger encryption by controlling the key for personal data

Elevate customer privacy by specifying what data you show and keep

Strengthen security at scale with greater visibility by logging who accessed and searched for data

Home

Recently viewed

Search Admin Center

Account

Billing

Subscription

Contacts

More products

Security

Staff members

End users

Single sign-on

Deletion schedules

Security documents

Advanced

More settings

Brand management

Brands

Appearance

Branding

Localization

Audit log

Audit log

Sandbox

Sandboxes

Tools

Reports

Account > Security > Deletion schedules > Create deletion schedule

Delete Sky tickets after 5 years

Schedule name

Delete Sky America tickets after 5 years

Description

Delete all Sky America closed tickets after 5 years

Conditions

Conditions must be met for deletion schedule to run.

Meet ALL of the following conditions

Category

Operator

Value

Unit

Tickets > Closed

Older than

5

Years

Category

Operator

Value

Tickets > Brands

Is

Sky America

Sky Brazil

Sky Canada

Sky Denmark

Add condition

Preview results

Sample of the data this schedule will start deleting the next time it runs.

Results will show here

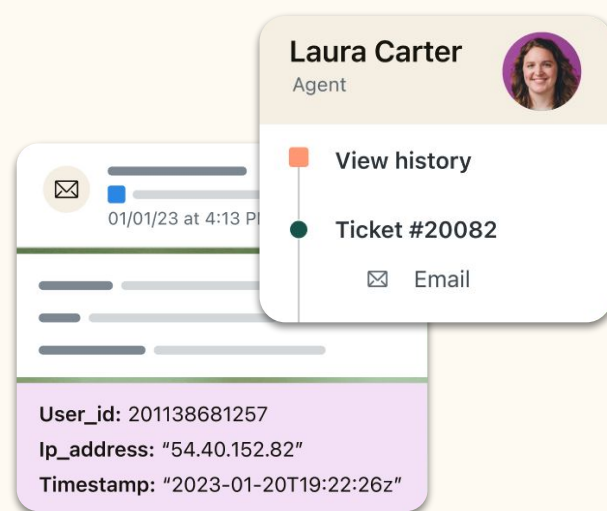
Preview

Cancel

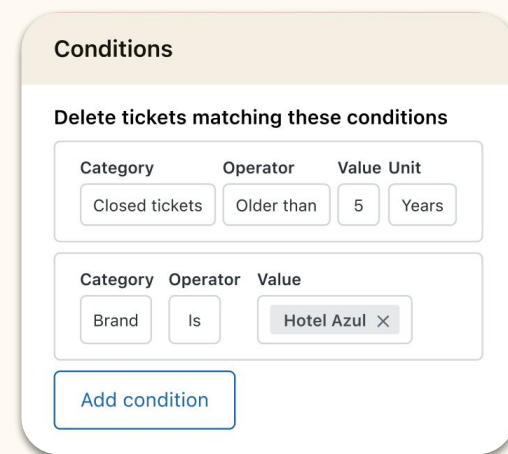
Create

Advanced Data Retention Policies

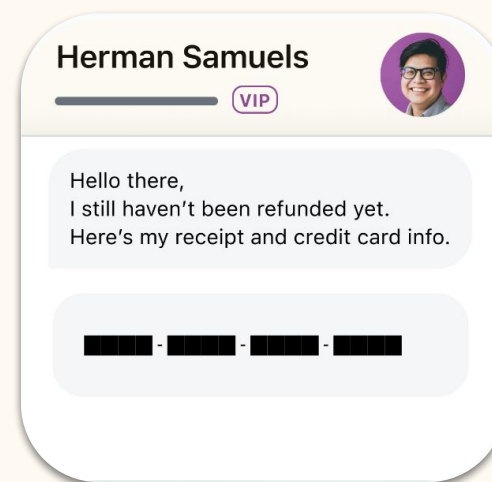
What's included in our Advanced data privacy and protection package



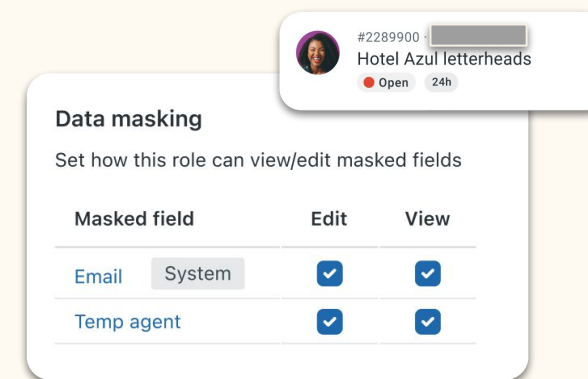
Access log



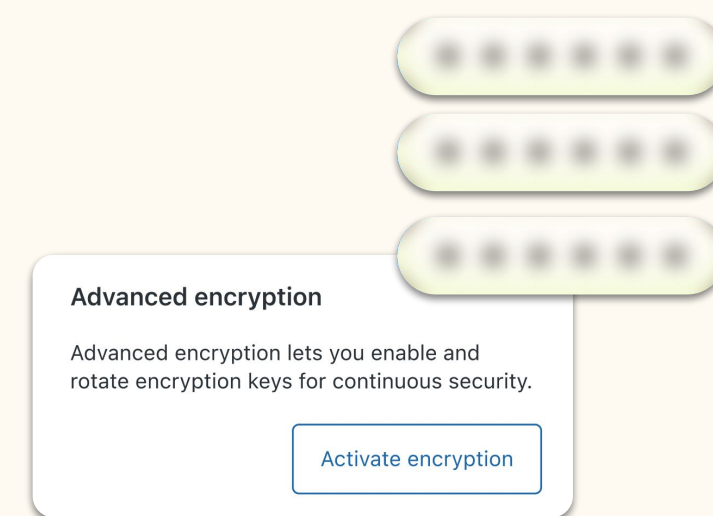
Advanced data
retention policies



Advanced
Redaction



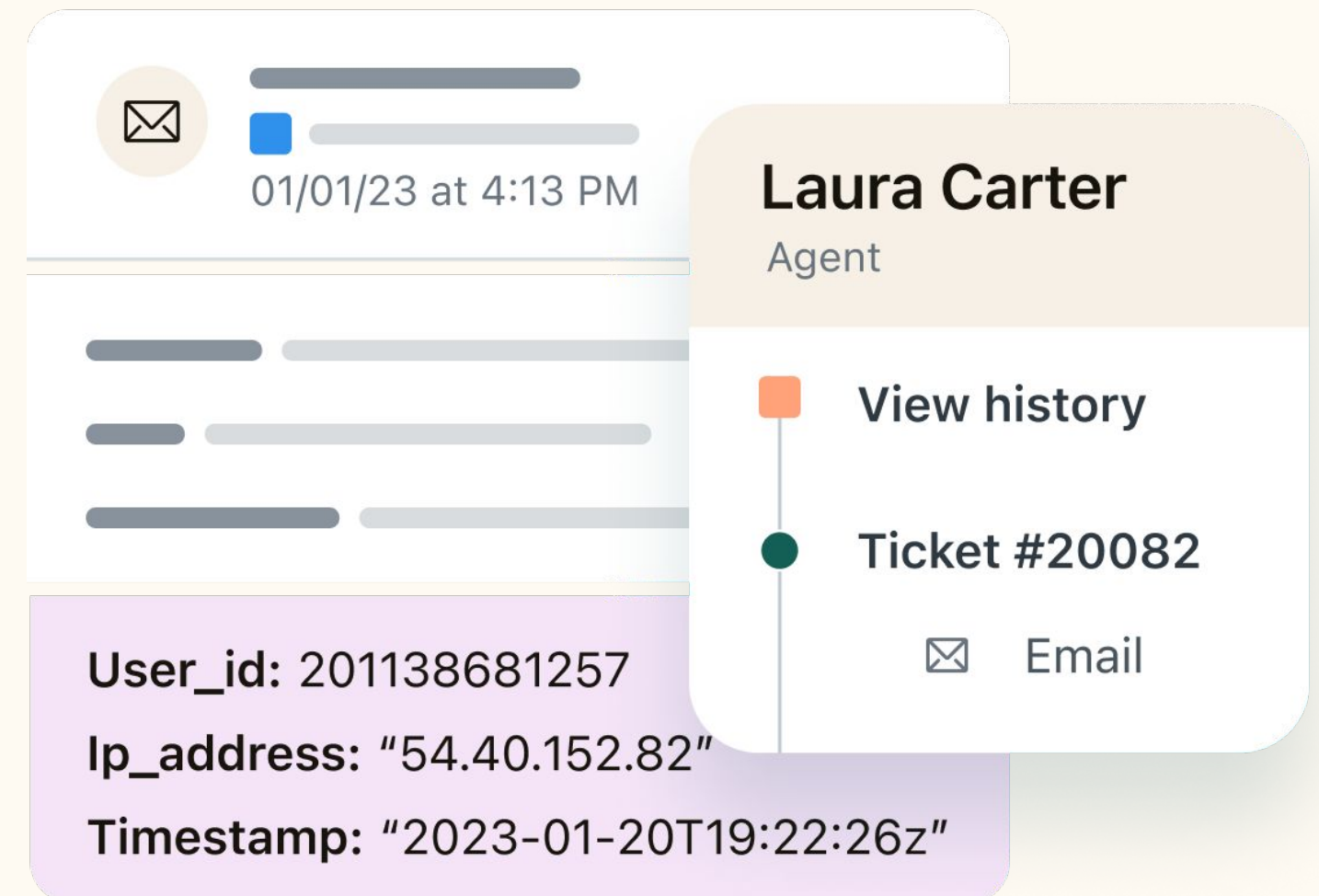
Data Masking



Advanced
Encryption

Drive accountability with a detailed record of data access

- Ensure the right agents are viewing customer data with an API-based log of access activity
- Log which agents have viewed what data, when, and from where for user profiles, tickets and searches
- Capture and monitor access history for specific items or by specific people



Access log

Demo

ADVANCED DATA RETENTION POLICIES

Limit the data you keep with custom deletion schedules

- Delete the data your business doesn't need and retain the data it does
- Customize what data is deleted and excluded based on conditions you set
- Create multiple data retention policies to fit different data types and compliance requirements

The screenshot shows a web interface for creating a deletion schedule. The left sidebar contains a navigation menu with categories: Home, Recently viewed, Search Admin Center, Account (selected), Billing, Security, Brand management, Appearance, Audit log, Sandbox, Tools, and Reports. The main content area is titled 'Delete Sky tickets after 5 years' and includes fields for 'Schedule name' and 'Description'. Below these are 'Conditions' that must be met for the schedule to run. Two conditions are listed: 'Tickets > Closed' older than 5 years, and 'Tickets > Brands' is Sky America, Sky Brazil, Sky Canada, or Sky Denmark. A 'Preview results' section at the bottom shows a sample of data to be deleted. Buttons for 'Add condition', 'Preview', 'Cancel', and 'Create' are visible.

Account > Security > Deletion schedules > Create deletion schedule

Delete Sky tickets after 5 years

Schedule name
Delete Sky America tickets after 5 years

Description
Delete all Sky America closed tickets after 5 years

Conditions
Conditions must be met for deletion schedule to run.

Meet ALL of the following conditions

Category	Operator	Value	Unit
Tickets > Closed	Older than	5	Years
Tickets > Brands	Is	Sky America x Sky Brazil x Sky Canada x Sky Denmark x	

[Add condition](#)

Preview results
Sample of the data this schedule will start deleting the next time it runs.

Results will show here [Preview](#)

[Cancel](#) [Create](#)



Complements: Basic data retention policies without customization (all Suite plans)

Initial release: 12/13
Additional enhancements coming in 2024.

ADVANCED DATA RETENTION POLICIES

Limit the data you keep with custom deletion schedules

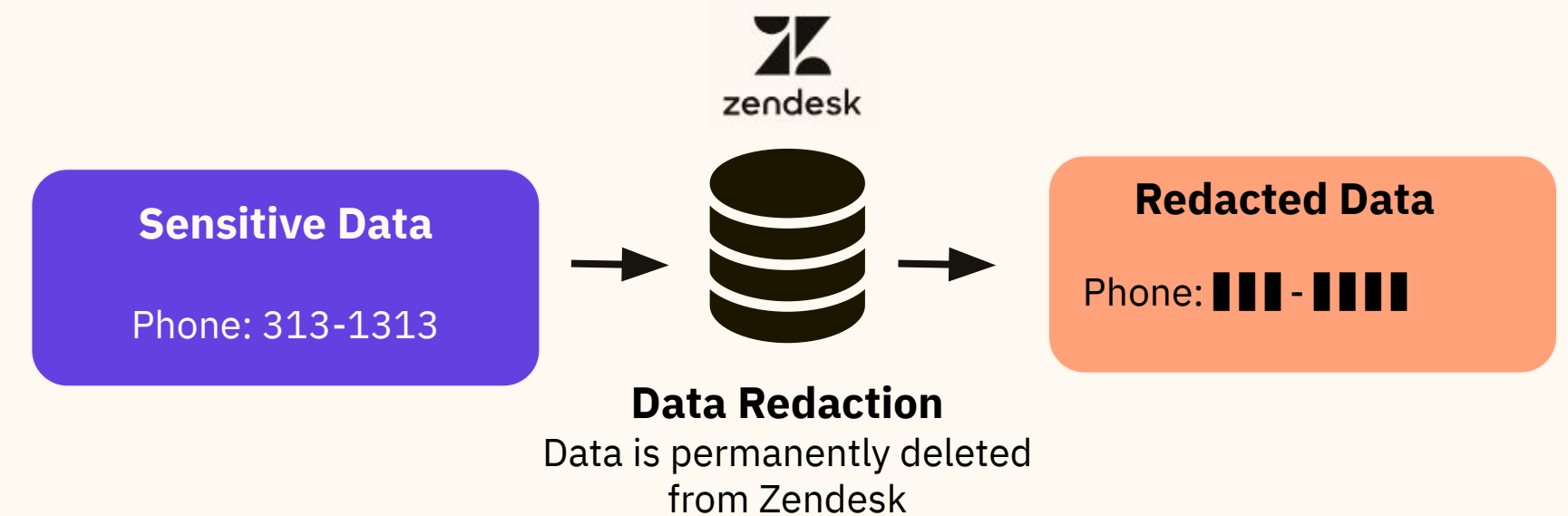
- Delete the customer data your business doesn't need and retain the data it does
- Customize what data is deleted based on brands, tags, custom fields, and other conditions
- Create multiple data retention policies to fit different data types and compliance requirements

The screenshot shows the 'Create deletion schedule' interface in Zoho CRM. The left sidebar contains navigation links: Home, Recently Viewed, Search, Account, Billing, Subscription, Contacts, More products, Security, Audit measures, End users, Single sign-on, Deletion schedules (highlighted), Security documents, Advanced, More settings, Brand management, Brands, Appearance, Branding, Localization, Audit log, Audit log, Sandbox, Sandboxes, Tools, and Reports. The main content area is titled 'Delete Sky tickets after 5 years'. It includes a 'Schedule name' field with the value 'Delete Sky America tickets after 5 years', a 'Description' field with 'Delete all Sky America closed tickets after 5 years', and a 'Conditions' section. The conditions section states 'Conditions must be met for deletion schedule to run' and 'Meet ALL of the following conditions'. It lists two conditions: 'Category: Tickets > Closed' with operator 'Greater than' and value '5', and 'Category: Tickets > Brands' with operator 'Is' and value 'Sky America, Sky Brazil, Sky Canada, Sky Denmark'. There is an 'Add condition' button. At the bottom, there is a 'Preview results' section with a text box 'Results will show here' and a 'Preview' button. The bottom right corner has 'Cancel' and 'Create' buttons.

ADVANCED REDACTION

Easily remove personal data from customer conversations

- Automatically highlight personal data with customer conversations so agents can easily redact it with AI-powered redaction suggestions
- Redact email, phone, credit card, social security number, address and passwords from agent conversations
- Support compliance by eliminating personal data that isn't needed for service



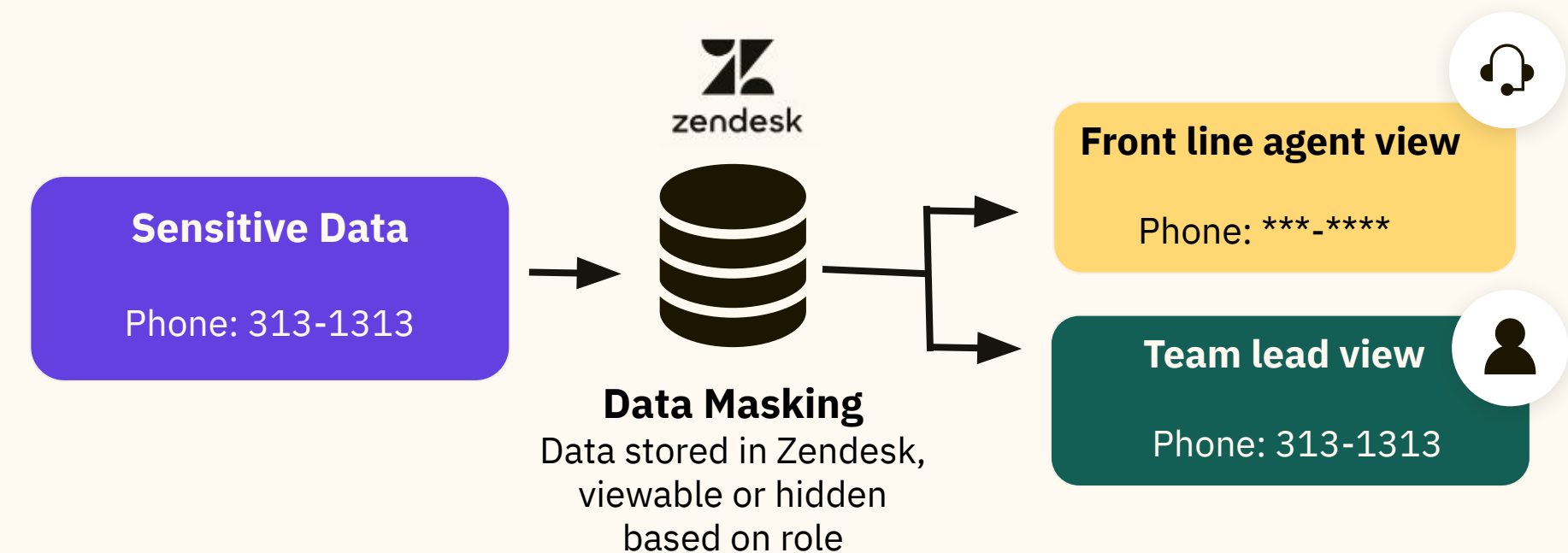
Complements: Automatic credit card redaction (Suite Growth)

GA: H1'24

DATA MASKING

Minimize what data agents can see with granular access control

- Enable agents to see the customer data they need to and hide the rest
- Automatically mask names, email, and phone numbers in ticket record fields with anonymized data
- Customize which data to mask and reveal based on agent role



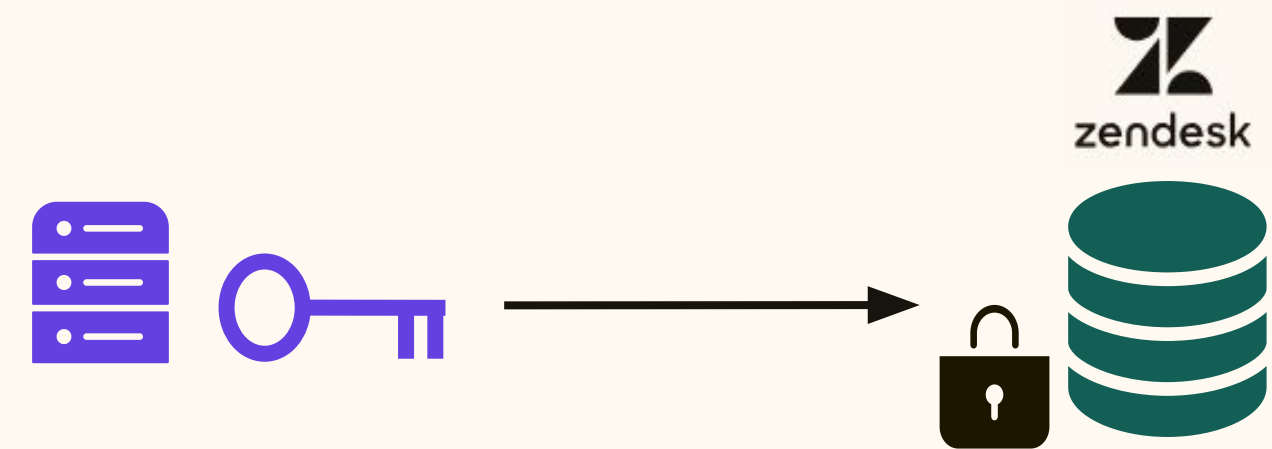
Complements: Custom roles and permissions for ticket access (Suite Enterprise)

EAP: H2'24

ADVANCED ENCRYPTION

Secure your service data with self-managed encryption keys

- Ensure customer data stored in Zendesk can't be read by a third party
- Rotate, revoke, and retain ownership of encryption keys
- Strengthen your organization's data privacy and security posture



Bring your own key

Manage encryption keys in a system outside Zendesk and rotate/ revoke them at will



Complements: At-rest and in-transit encryption (All Suite plans)



[Learn more](#)

GA: H2'24

Advanced Data Privacy and Protection

Eligibility

- Suite Enterprise
- Suite Enterprise Plus
- Support Enterprise
- Support Enterprise (Legacy)

Pricing

\$50 / €50 / £45 / R\$330
per-agent per-month



zendesk

Built for companies that need even greater protection

Included in the Suite

Audit log

NEW!

Basic data retention policies

Credit card and manual redaction

Encryption at rest and in transit

Custom roles and permissions

Advanced data privacy and protection add-on

NEW!

Access log

NEW!

Advanced data retention policies

NEW!

Advanced redaction

NEW!

Advanced encryption

NEW!

Data masking

The secure CX platform that delivers trusted experiences

