

# Personal Data Protection for Users Giving Feedback via HappySignals

25.05.2018

As you give feedback through the HappySignals Surveys, you can be certain, that we do not want to know you personally :) The following describes both HappySignals Analytics Survey and the embedded HappyFeedback services.

Important to understand:

- 1) **We do not** collect any data that might be used to identify you (see *HappySignals Survey and Your Data*).
- 2) **We do not** transfer any data that can identify you to 3<sup>rd</sup> parties (see *We have a visit! Why do we care?*).
- 3) **We do** transfer your survey answer to your employers or to the company you work for service organizations (see *Data Transferred to your Company or Organization*).

## HappySignals Survey and Your Data

### *For HappySignals Analytics Survey only*

HappySignals survey form is accessed using vote buttons that you have received from your employer or the Company you are in contractual relation to. In the link that opens our survey form your service organization passes some data of the case they have resolved, like the case identifier, where about in the world the incident occurred, which team handled your request, how many times your case bounced around in the service chain. Nothing personal about you, or the agent handling the case, is saved in our system. We cannot identify you (and do not want to) in HappySignals. You can see at the bottom of this document what we get and store in HappySignals (typically).

## Data Transferred to your Company or Organization

### *For HappySignals Analytics Survey only*

**As you give feedback the following pieces of data is sent back to your service organization to let them improve your services:**

**Case identifier** – the service organization needs this data to understand fully the context of your case to make improvements. They might want to follow up depending on the service organizations setup to hear more. A case identifier is the case/ticket/request identifiers from your company's ticketing system – e.g. "INC3100092".

**Score** – you gave a 5? HappySignals will let the service organization know you were not exactly happy with the service and they should do something about it. Score is typically a number from 1-10.

**Your factors aka. Reasons Why** – the reasons for satisfaction, dissatisfaction or do-not-really-care sentiment is also sent to the service organization. It would not make any sense that we ask for a score and not ask why. These can be something like "Speed of service" or "I did not know where to start".

**Your free text feedback** – even though the service organization knows the case and the context of the case (who served you etc.), they are humanly interested in what you said. This is also sent to the service organization.

**Lost worktime** – you feel it took ages to get that mouse you wanted, and you really could not do anything with the one you have now – and the touch pad does not work. We will let your service organization know.

**USAGE:**

Your service organization will use this data to further develop the services you use. They can easily pinpoint e.g. services not working good and make these services priority for actions.

## HappyFeedback and Data

### *For HappyFeedback only*

HappyFeedback is an embedded survey form which can be embedded in any web based application. The feedback for is accessed by users as they browse a web site or web application in which the said survey form is embedded in.

The data collected in minimum is the fact that a survey form is shown. If the user answers the survey, the survey answer data is saved in HappySignals Analytics - again totally anonymous data only. Normally, no other data about the user or the usage context where the survey is answered is saved in server level or application level **except** when the company (our client) initiates the survey and has decided to do so.

As HappyFeedback is **almost fully customizable** by our clients, they may choose to send some extra data that can identify you inside the clients organization, e.g. if you work in a 20 person office and the client sends us your location information, they might know who you are. We do not and do not want to use any data to do this. If you have questions about this, please contact your own organization.

As no PII data is collected, the HappyFeedback does not offer an opt-out or a consent. It's up to you to answer the survey or not.

### **USAGE:**

Your service organization will use this data to further develop the services you use. They can easily pinpoint e.g. services not working good and make these services priority for actions.

## **We have a visit! Why do we care?**

### *For both HappySignals Analytics Survey and HappyFeedback*

We use Google Analytics to see the geographical dispersion of visits to our Survey. We do not give any data about you to Google – just some details of your action of visiting our survey – no personal data.

### **Page Information**

URL – the URL of the page the user is viewing

Title – the title of the page the user is viewing

- note that the urls query strings are also pseudonymized

### **Browser Information**

Browser name – the browser the user is using

Viewport or Viewing pane – the size of the browser window

Screen resolution – the resolution of the user's screen

Java enabled – whether or not the user has Java enabled

Flash version – what version of Flash the user is using

### **Anonymized User Information**

Location – this is derived from the IP address where the hit originated. The IP address itself is not available in GA as it is personally identifiable information (PII) which violates the terms of Google Analytics. The IP is pseudonymized

Language – derived from the language settings of the browser

### **Usage**

We use this data to make our service better - to see which browsers the survey is accessed and also from which major level geolocation the survey is answered in.

## **So That's What It Is All About! How Can I Optout or Remove My Answers?**

Simple - do not click any of the buttons in your email or in your Company's Self Service Portal or do not answer any embedded surveys. There is not a single process that is dependent on your feedback.

If you want to remove your answers from HappySignals there is no real way to do this AS WE DO NOT KNOW WHO YOU ARE cannot find your answers.

We have agreements with our client organizations to delete survey data after a set period of time. This is based on our contracts with the clients.

### **Please Contact Us**

Anytime – [support@happysignals.com](mailto:support@happysignals.com)

With Best Regards,  
Sami Aarnio  
CTO  
HappySignals