

zendesk

# Advanced Data Privacy and Protection

Staying ahead of the changing data privacy and security landscape protects your business and builds customer trust.

**81% of customers refuse to do business with a brand they do not trust<sup>1</sup>**

Advanced Data Privacy and Protection helps by giving you an additional, powerful set of data privacy and security capabilities on top of Zendesk's already strong security foundation.

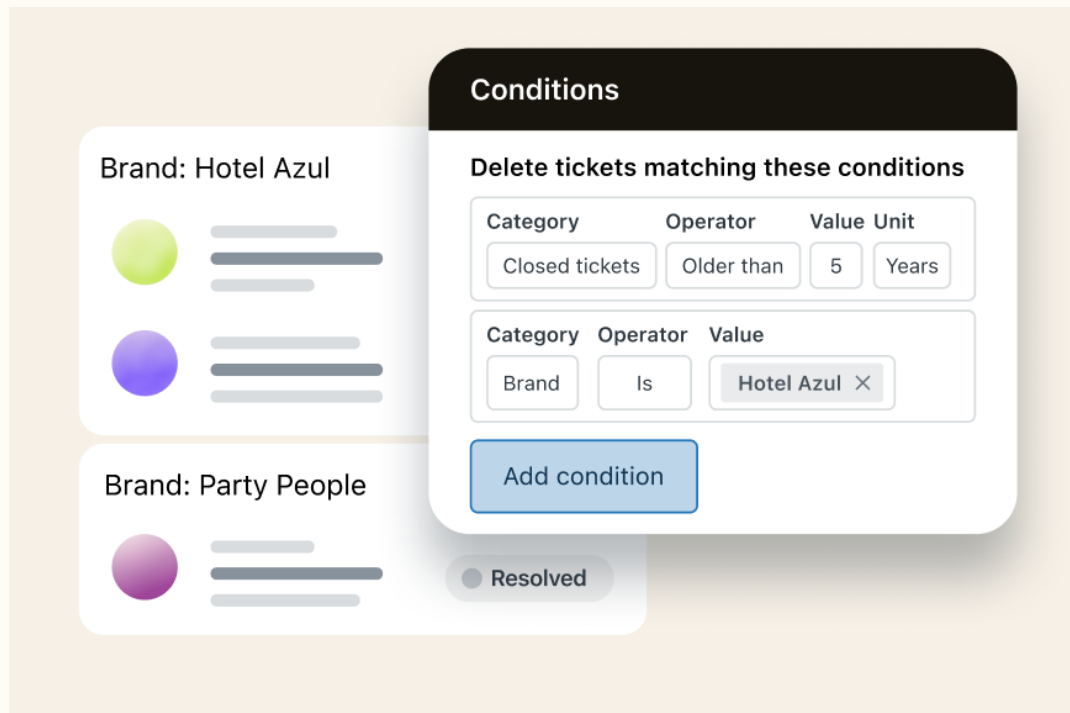
<sup>1</sup>Gartner 2022

## Support your compliance and security obligations

- **Enhance customer privacy** by specifying what data you show and keep
- **Safeguard your business** with stronger encryption by controlling the key to customer data
- **Reduce security risks** with a detailed log of who accessed customer data



# Key capabilities to protect your customers and your business



**Advanced encryption:** Secure your service data with self-managed encryption keys. Rotate, revoke and retain ownership over your keys to minimise data exposure for stronger security.



**Data masking:** Ensure the right people see the right data by masking customer information in record fields based on role. Automatically anonymise personal data in these fields including names, email and phone.



**Advanced data retention policies:** Limit what customer data you store with custom data deletion schedules that let you delete the data you do not need and retain the data you do. Create multiple data retention policies for different data types.



**Advanced redaction:** Selectively and permanently delete personal customer information from agent-customer conversations, including name, phone, email, payment card, social security number and more. Includes tools for AI-powered PII detection and automatic redaction.



**Access log:** Identify and prevent risks by ensuring the right people are viewing customer data with a detailed record of data access. Log which agents have viewed what data, when and from where, for user profiles, tickets and searches.

# What sets Zendesk privacy apart



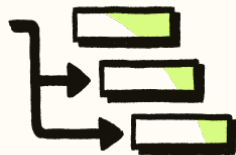
## Quick to set up

Zendesk does not require custom development languages or training. Spend more time on customers and less on privacy concerns.



## Integrate your stack

Many major platforms connect to Zendesk, so you can use your essential tools while keeping a high privacy standard.



## Easily customisable

Zendesk has security capabilities for your entire organisation Tailor to your needs, with enough flexibility to fit a wide range of industries.



## Built into Zendesk

Enterprise-grade security is native to Zendesk. Protect your data at scale with the business resilience you need.

Available to Zendesk customers on Suite and Support Enterprise plans and above.

To learn more, reach out to Sales at [zendesk.com/sg/contact](https://zendesk.com/sg/contact) or speak with your account representative.