



# Genesys Predictive Engagement Administrator's Guide

General Data Protection Regulation (GDPR)

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Learn how to use Genesys Predictive Engagement in a GDPR-compliant way.

## About web messaging

### **Web messaging: Feature coming soon**

This article applies only to customers using web chat. If you are a Genesys Cloud customer, we encourage you to use the new web messaging feature to replace web chat.

For web messaging, tracking starts as soon as you deploy web messenger to your web site. Deployment implies acknowledgment that you are aware of the implications of capturing data.

For more information about Genesys Cloud and GDPR, see [Genesys Cloud and GDPR compliance](#).

## GDPR compliance

As part of the Genesys Cloud platform, Genesys Predictive Engagement complies with GDPR regulations. For more information about Genesys Cloud and GDPR, see [Genesys Cloud and GDPR compliance](#).

Genesys Cloud provides a GDPR API. The GDPR API as the preferred self-service solution for Genesys Cloud customers to respond to GDPR requests. The GDPR API enables responses to data subject requests to access, rectify, or delete their personal data in Genesys Cloud.

## Genesys Predictive Engagement considerations

For the purposes of GDPR compliance, Genesys is a data processor on behalf of customers who use the Genesys Predictive Engagement product. You, our customers, are the data controllers of the personal data that you collect from your end customers, the data subjects. This article describes how to adhere to GDPR consent requirements, should you identify consent as the most appropriate lawful basis for processing personal data. Note that there is no 'right' or 'wrong' lawful basis for processing personal data; the GDPR requires that data controllers consider the most appropriate lawful basis. For more information about what to consider when determining the most appropriate lawful basis, see [Lawful basis interactive guidance tool](#).

Genesys Predictive Engagement collects data about visitors' activities on business websites. It uses machine learning and AI to analyze customer-generated events (page views, searches, form-fills, and chats) to determine

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the probability of a specific customer achieving a specific outcome. An outcome is an event the business wants to maximize or minimize. Example outcomes are making a purchase, signing up for a webinar, or filling out a complex form online. For more information about how Genesys Predictive Engagement uses cookies to track visitor activity on websites, see Cookies.

Businesses use end-customer data that Genesys Predictive Engagement collects for three primary purposes:

- Customer support - proactive or AI-driven engagement via chat and callback offers;
- Sales engagement - proactive or AI engagement via chat, callbacks, and content offers;
- Marketing - proactive or AI; for example, sign-up for an event or webinar via content offer.

If you are still unsure as to whether you should obtain the data subject's consent to process their personal data, you may wish to consult your legal advisor.

### Important

Genesys does not pass end-customer personal data processed through Genesys Predictive Engagement to any advertising or re-targeting companies. End-customer personal data processed through Genesys Predictive Engagement may be shared with business-integrated tools such as Salesforce and Marketo. Sharing only happens when one of our business customers configures that behavior for their organization.

## Conditions for consent

If you have identified consent as the most appropriate lawful basis for processing end customer personal data, then the following conditions should be met when obtaining consent:

- You must be able to demonstrate that the data subject has consented to processing of his or her personal data. That means you should maintain a record or audit trail of consent being given.
- If the data subject's consent is given in the context of a written declaration which also concerns other matters, the request for consent shall be presented in a manner which is clearly distinguishable from the other matters, in an intelligible and easily accessible form, using clear and plain language.
- The data subject shall have the right to withdraw his or her consent at any time. The withdrawal of consent shall not affect the lawfulness of processing based on consent before its withdrawal. Prior to giving consent, the data subject shall be informed thereof. It shall be as easy to withdraw as to give consent.
- When assessing whether consent is freely given, utmost account shall be taken of whether, among other things, the performance of a contract, including the provision of a service, is conditional on consent to the processing of personal data that is not necessary for the performance of that contract.

If you have identified consent as the most appropriate lawful basis for processing end customer personal data, then you should consider what consent has been given before calling the following functions.

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The `ac('init',...)` function starts Genesys Predictive Engagement tracking on your website.

The `ac('record',...)` function allows Genesys Predictive Engagement tracking of custom visitor actions on your website.

The `ac('identify',...)` function is used to identify visitors.

For more information about these functions and others where you might need to consider consent, see [About tracking with Genesys Predictive Engagement](#).

### Important

If you require consent to be GDPR-compliant, obtain that consent before passing any personally identifiable data to Genesys Predictive Engagement.

## Stop tracking

For more information about how to stop tracking when a visitor revokes consent, see [Stop tracking if a customer revokes consent](#).