

TRUSTVAULT

COMMITTED TO DATA PRIVACY AND SECURITY

TrustSphere's proprietary relationship analytics platform "TrustVault", processes digital interactions within an organization and with its existing customers, suppliers and other stakeholders to create an enterprise social graph. TrustVault is able to provide a rich set of analytics that can be used standalone or embedded in other business applications. These insights offered through the analytics, help drive transformation and support evidence-based decision making for individuals and teams.

How does TrustVault work?

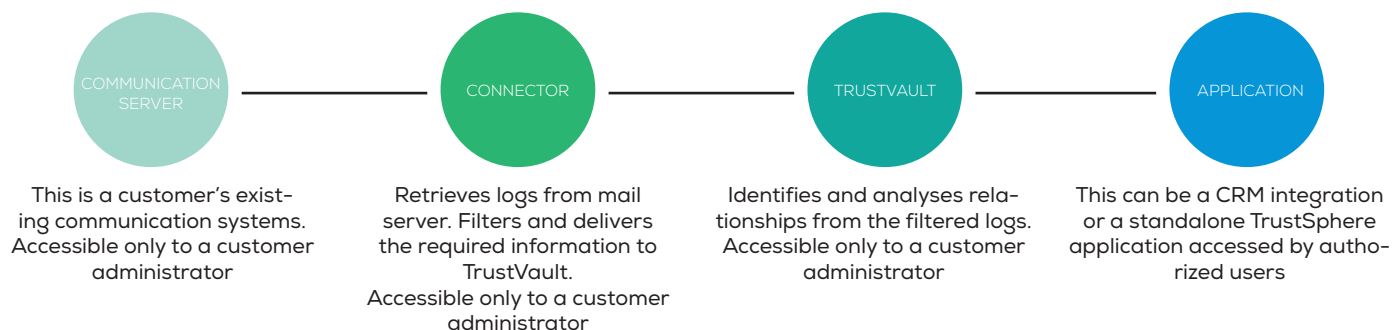
TrustVault ingests communication meta-data from a client's communication systems (email, voice, IM etc). It reduces the information to the minimum 'meta data' that is used to create the relationship network of the organization. TrustSphere's technology uses communication systems transaction logs to build analytic insights. No message content is examined or stored.

Date	Originator address	Recipient address	Direction	Type	Size	Msg ID
06/09/2016 16:24:48	mel.kaminski@company.com	don.martin@company.com	internal	✉	88916	GTKiyh663258df
06/09/2016 16:24:38	vladi.goodell@aerotek.com	dana.puthigai@company.c...	inbound	✉	45431	GTKiyh803007df
06/09/2016 16:23:41	john.havslett@compaenv.com	lindy.thomas@vhlpr.com	outbound	✉	21782	GTKiyh472194df

TrustSphere's proprietary algorithms processes every relationship an employee or group of employees have and scores that relationship to generate a TrustScore. This "TrustScore" algorithm has been developed and refined by our data scientists over the past five years. It measures the strength of the relationship between two individuals by performing an inferential statistical analysis of communication patterns using:

- Duration of relationship
- Equality of communications
- Volume of communications
- Speed of response
- Communication cadence
- Some secret sauce...

The processed data is synchronized with a customer's CRM, or, integrated into TrustSphere's standalone products; TrustView, TeamInsights or TrustSphere Mobile. The below illustration shows the 4 stages that the data passes through:



Existing access controls in the CRM are automatically followed, when displaying Relationship Analytics from TrustVault into a CRM application like Sugar or Salesforce.com

WHAT DATA DOES THE TRUSTVAULT PLATFORM REQUIRE?

The table below summarizes what data is required from our clients and for what purpose:

DATA	REQUIRED	USE
Timestamp	YES	To build timelines and eliminate duplicates.
Sender/Originator	YES	Data consists of senders email address or phone number, or other identifier, required to build relationships.
Recipients/Destination	YES	Data consists of recipients email address or phone number, or other identifier, required to build relationships.
Message Direction	YES	Inbound, outbound or internal direction will be processed. Required to build the relationship map.
Message ID	YES	System id for message, required to eliminate duplicates and for potential integrations back into originating system (for example, to open an archived copy of a message from an archive system).
Message Type	YES	Messages are classified as email, phone, SMS etc. and might also be classified as 'personal' indicating a face to face meeting.
Message Size or Duration	OPTIONAL	Used by analytics system to determine facts such as the likelihood of messages containing attachments.
Message Subject	OPTIONAL	Used by analytics system to show additional data about the flow of data in a relationship.

TrustSphere's Role

TrustSphere's role is as a **Data Processor** for customers who remain the **Data Controller**. TrustSphere does not determine the purposes for which the data is being processed, but has responsibility for the processing of data on behalf of the **Data Controller (customer)**. The data stored in the TrustVault system is derived from data already stored by a customer's business systems and so the use of this data is determined by existing company privacy policies and staff handbooks.

TrustSphere treats data privacy and security as its number one priority.

TrustSphere complies with global privacy regulations and the most stringent information security requirements. Our technology and approach have been built in line with 'privacy by design' principles. No content is processed to ensure compliance with international privacy legislation and best global privacy practices.

Privacy Law Compliant

OECD Privacy Principles 2013
European Data Protection Directive 95/46/EC
Australian Privacy Principles 2014
Singapore Personal Data Protection Act 2014

Security Standards Compliant

ISO/IEC 27001:2005
PCI-DSS
ISAE 3042

Our **Privacy Practitioners Guide** and **Information Security Practices** documents are available from our website; they outline our compliance with all major pieces of legislation regarding the privacy and security of our clients' data.

Please visit trustsphere.com/privacy for more details

For more information, email us at sales@trustsphere.com.