

## Brainshark GDPR Alignment

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# Conformance Statement

Brainshark has implemented all the processes, procedures, and controls required to achieve conformance with the European Union General Data Protection Regulation (GDPR) and undergone independent review of its systems, services, and business practices to validate its conformity.

## Summary

Brainshark recognizes the need to safeguard customer data and personal information and has implemented many controls to ensure world-class data protection. These controls regularly undergo independent audits against industry-accepted standards to verify that they meet their purpose and to ensure that Brainshark proactively addresses new risks and regulations. The result of these efforts is Brainshark’s certifications against the ISO 27001:2013 and CSA STAR frameworks. More specific to concerns of privacy, Brainshark has implemented a series of controls and processes to protect personally identifiable information (PII) and sensitive personal information (SPI) which have been validated by TrustArc and earned us their certification as well. Beyond this, Brainshark is also a registered entity under both the EU-US and Swiss Privacy Shield frameworks.



## Methodology

Last year Brainshark engaged TrustArc (formerly TRUSTe) to assess our privacy practices in relation to the GDPR, discover any discrepancies, and deliver a detailed gap assessment and roadmap to compliance. Based on this roadmap, Brainshark updated its privacy policy (and translated it into all supported languages), modified business processes to ensure that requests from data subjects and controllers may be efficiently met, and changed some of the ways our system manages data to further meet the requirements of the regulation. This was an all-encompassing enterprise effort that in some way affected every part of Brainshark. Additionally, Brainshark expanded its security training program to include all relevant facets of GDPR to ensure that its staff is fully prepared to meet the expectations the regulation places upon them.

## Future

Brainshark is now conformant with the GDPR, but we understand that this can also be a challenge for our customers. Because of that, Brainshark is currently investigating what tools and functionality it can add to the system to ease the burden of compliance placed upon our customers.