CRM Partners Anonymization

Build relationships based on trust

Trust is key

True customer engagement starts with understanding and respecting your customer. We have developed the Anonymization app because we recognize that a good relationship with your customers is built on trust.

Ensuring your customer's privacy to the best of your abilities is a big part in building a strong and healthy relationship with them. At the same time, the privacy regulations such as the GDPR (General Data Protection Regulation) will ensure organizations treat their customer data with the greatest care, which will pose many challenges to all kinds of companies.

Our Anonymization app offers solutions for several essential privacy requirements.

Our solution

Forget me

Your customers should give their approval for you to store their data. This translates directly to the "right to be forgotten", which will be a key part of your GDPR compliancy.

However, with customer data scattered amongst different parts of your CRM environment, retrieving and deleting all related data is easier said than done.

The anonymization app offers a solution for this by providing a user-friendly interface through which a user can easily delete or anonymize customer data. This functionality makes ensuring your customers' privacy in a straightforward and user-friendly process for your users.

This functionality contains the following key features:

- Fully configurable, to support your data model
- Anonymize data in related entities
- Remove attachments and notes
- Extendable with your own custom code to address specific needs

CRM Partners

- Founded in **2005**
- More than **350** employees
- More than **100** clients worldwide

Some of our Brands

Anonymization app
Before anonymization

Anonymization app
After anonymization
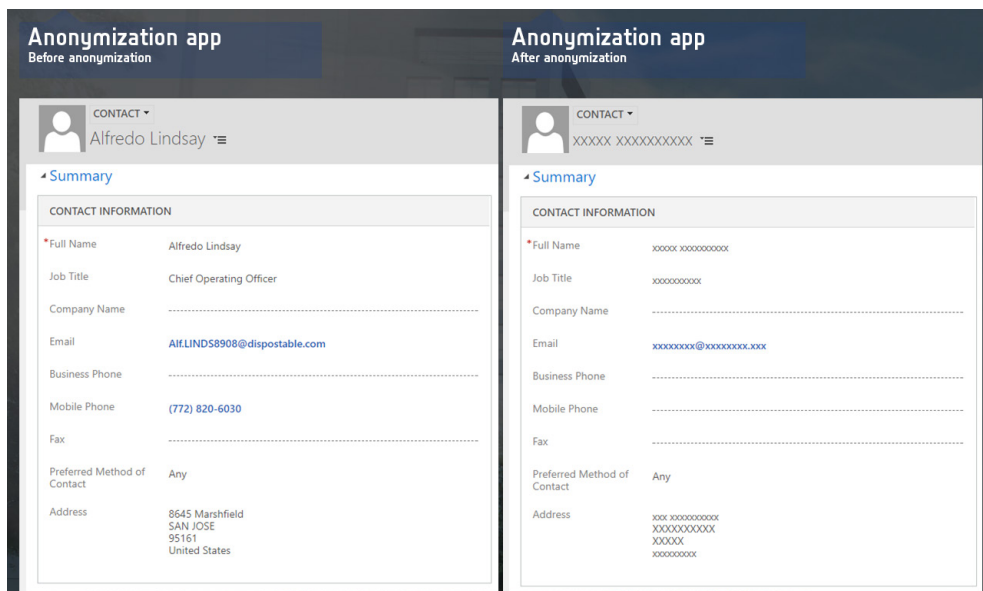
Allow testing with real data

We often receive the request to use real customer data within a test-environment. Unfortunately, using this data in test environments can seriously harm your customers' privacy.

The anonymization app contains a functionality that will enable you to scramble the personally identifiable information contained in your CRM environment, so that it can be used for testing purposes. This will ensure that you can use accurate data for testing without harming your customers' privacy.

This functionality contains the following key features:

- Fully configurable which data will be deleted or replaced
- Replace with sample data for testing
- Generate random data or replace with fixed values
- Skip test records that already contain valid test data