

SmartBotHub - Security



Security and EU-GDPR Compliance

Businesses must ensure their customers that their chatbot services are secure and reliable when handling personal data and user conversations. The SmartBotHub conversational platform is designed with multiple security features built in from the start. Security features cover both the transmission of data when in public messaging channels such as Facebook Messenger and during the authentication processes. SmartBotHub also never stores any user data and only passes the data through to the target business systems and databases.

SmartBotHub is SOC2 compliant and has taken into consideration all five trust principles of security, availability, processing integrity, confidentiality, and privacy. SmartBotHub's key security features include:

- **Data Encryption** – All sensitive data is encrypted with industry strength key length and algorithms, where the keys are tightly guarded within hardware security modules (HSMs) compliant with FIPS 140-2 with restrictive controls on access to encryption keys. SmartBotHub matches device ownership with user profile making relatively weak messaging channel security stronger.
- **Secure Data at Rest** – SmartBotHub uses NIST SP 800-111 standards for data at rest, and SP 800-52, SP 800-77 and SP 800-113 for data in motion.

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INDUSTRY

All

REGION

All

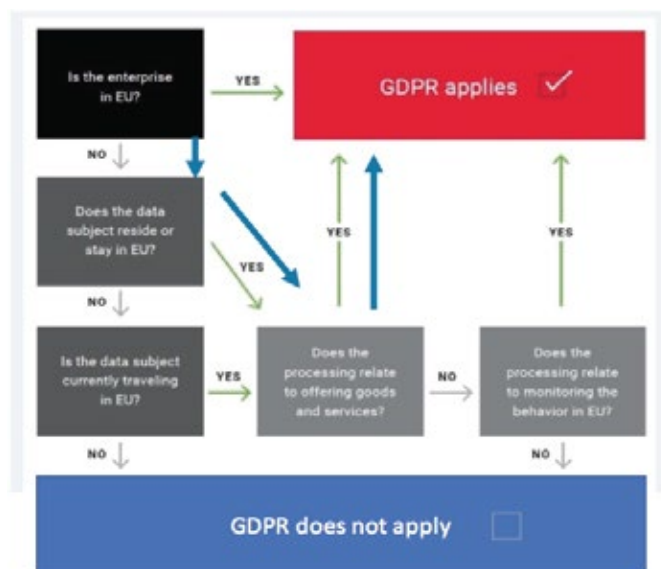
BUSINESS IMPACT

Efficiently process user interaction intents with business services using minimal "talk" and quickly complete the transaction in as few steps as needed.

- **Authentication** – Multiple layers of controls are enforced, especially for quality assurance and production systems, as well as all privileged access credentials vaulted with multi-factor authentication (MFA). Interoperable JSON Web Token (JWT) is used for authentication and authorization. User access to services is managed by using user management via the Enterprise SmartBotHub Console. Service-to-service access is managed via API key management.
- **Secure Chat** – Secure chat channel allows for the integration to enterprise authentication providers SAML and OpenID. Secure chat channel allows a direct, secure chat between a user and the SmartBotHub platform by bypassing any messaging application servers.
- **Blockchain Framework Built-In** – An out-of-the-box framework is included in SmartBotHub for enabling sensitive user data such as alerts or notification data to be secured across a blockchain.

SmartBotHub EU – GDPR Compliance

SmartBotHub uses multiple artificial intelligence (AI) sub-routines, including natural language processing (NLP), which enables SmartBotHub to understand a user's inquiries and identify personal or contextual information. User dialogues can be individualized. Dialogues with a chatbot are carried out according to a predefined conversation framework, which is developed in relation to each user and the interactions with that user. Therefore, the more data the BOT collects, the better it performs. Ultimately, during a conversational dialogue, SmartBotHub determines whether GDPR compliance applies or not. The diagram below shows the decision framework used by SmartBotHub:



The SmartBotHub “Privacy by Design” Plan focuses on three key areas:

- **User Consent:** this is indispensable before collecting or using any information regarding a user's private, professional or public life
- **Use of Data:** it may only be used for the purposes for which it was obtained, which must be explicitly mentioned to users
- **The Right to Deletion:** at the user's request, all data that has been collected may be permanently deleted down to the last detail

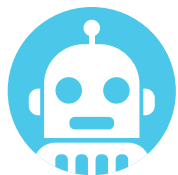
GDPR Compliance Check points:

- **SmartBotHub ChatBot Service** and all data will be hosted in Europe
- **Consent** will be obtained from individuals before their personal information is retained
- **The Right of Users** to access, correct and delete their personal information is respected
- **The Period** during which data may be used is mapped and controlled
- **Access** to data is protected, and a data protection officer has been designated to issue alerts

Experience You Can Put to Work

Flexible and Adaptable to Changing Underlying Systems

SmartBotHub is part of SmarTek21, an enterprise technology company with over a decade of experience delivering professional services to solve complex IT challenges. Our team and breadth of experience empowers us to quickly integrate with any existing enterprise IT systems and unlock the data they hold. This is an important skill to ensure BOTs become an extension of your business and deliver the intelligence needed for meaningful interactions. Our team will also work with you as you evolve your IT infrastructure and bring online new systems and data sources including other bots, natural language processing (NLP) and artificial intelligence (AI) applications as well as common enterprise applications ranging from customer relations management (CRM) and sales force automation (SFA) to enterprise resource platform (ERP), issue tracking system (ITS) and supply chain management (SCM).



70+ BOTs Ready to Get You Started

SmartBotHub has already tackled countless use cases in the wild across the healthcare, insurance, financial services, automotive, telecommunications, education, and retail industries. We make these BOTs available to help our customers get started quickly and realize the power of a conversational engagement platform.

Get Started Today

Call us today for a demo and to discuss how SmartBotHub can accelerate your enterprise's customer engagement strategy.



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About SmartBotHub

SmartBotHub enables enterprises to create compelling (chat) message (bot) automated transactions for customers and employees enabling businesses to move faster and provide "always on" services. SmartBotHub is an omnichannel, highly agile platform that connects enterprise applications and services allowing companies to create compelling and easy-to-use chatbot experiences for their customers. The management team has over 11 years of sophisticated UI/UX design and deployment experience for millions of Fortune 500 end users.

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