



## NCR Launches First Privacy Product for the Data Warehousing Industry

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DAYTON, Ohio, Sept. 14 /PRNewswire/ -- NCR Corporation (NYSE: NCR) has launched the first product to help protect consumer privacy in the burgeoning data warehousing sector. The NCR Privacy Protector is a comprehensive suite of products and services designed to improve business-to-customer relationships by respecting consumers' privacy preferences.

The NCR Privacy Protector suite builds on the success NCR has achieved in developing and implementing Customer Relationship Management (CRM) and other customer related solutions based on its flagship Teradata(R) database.

"In our view, customer trust is essential for a business's success and protecting a customer's privacy is essential for trust," said Peter J. Reid, vice president of NCR's Privacy Center of Expertise. "Companies with privacy policies that include notice, choice, access and security will be perceived as more trustworthy and will be in a better position to gain customers and improve branding. Those that fail to recognize this will lose trust and suffer the consequences."

The NCR Privacy Protector incorporates several products to augment the Teradata database: NCR Privacy Administration Utility, NCR Consumer Access Module, and NCR Privacy Logical Data Model.

The Privacy Administration Utility is used by privacy administrators or data protection officers to establish, review and change privacy rules and to audit any processing of personal consumer data. It has been designed for use by non-technical staff so privacy policies can be implemented and managed at a business level.

The Consumer Access Module allows consumers to view and update the personal information that is stored in a Teradata data warehouse. This can be done via the Internet or via other self service interfaces, for example kiosks or ATMs. Consumers are able to see their personal data, their transactional data, and their privacy and contact preferences. They are able to request changes or corrections if necessary and opt in or out of certain information uses. This feature enables consumers to choose how their personal information is used; for example, consumers are able to choose whether or not third parties can have access to their information.

By empowering consumers with the ability to control information provided by them and collected about them, they can feel more confident about providing personal information. NCR expects more individuals to provide personal information if they are able to alter or remove the information at a later time and also have closer control over how this information is used. Both consumers and businesses benefit from this feature; businesses are able to keep up-to-date customer information, while consumers can control how their personal information is used and shared.

The NCR Privacy Logical Data Model defines data elements that must be added to the data warehouse to provide privacy controls. These include a series of privacy preference fields (that is, opt in / opt out flags) as well as the fields necessary to maintain a historical record of privacy preference changes.

NCR Privacy Protector also includes an array of consulting services that are delivered by the NCR Privacy Center of Expertise (CoE) to complement these products. In addition to tracking legislation in different countries and regions, members of the CoE meet regularly with privacy and data protection authorities to understand how the legislation is interpreted in different countries. This knowledge is then shared with customers and their legal counsel to help them implement data warehousing solutions that conform to legislation. CoE members also help businesses understand how to achieve business value from a privacy enabled warehouse solution.

The NCR Privacy CoE offers a range of standard services in addition to being able to tailor services to specific business situations. Examples of the standard privacy services available from the NCR CoE are: Privacy Discovery, which helps companies identify privacy strategies, objectives and policies and create ways to drive them into IT strategies and customer relationship management plans; Privacy Assessment, a service that analyzes the current IT environment and defines the specific steps needed to implement a warehouse privacy solution; Data Warehouse Implementation, execution of the steps defined in the assessment; Privacy Review, a service that helps customers audit how well their privacy implementation reflects their stated privacy goals and the Privacy Workshop.

The Privacy Workshop, the newest addition to the suite, is a one-day education session targeted to a technical and business audience to review the business impact of both privacy legislation and good privacy business practices. A workshop is the starting point for a successful privacy implementation.

### About NCR Corporation

NCR Corporation (NYSE: NCR) is a US\$6.2 billion leader in providing Relationship Technology(TM) solutions to customers worldwide in the retail, financial, communications, manufacturing, travel and transportation, and insurance markets. NCR's Relationship Technology solutions include privacy-enabled Teradata(R) warehouses and customer relationship management (CRM) applications, store automation and automated teller machines (ATMs). The company's business solutions are built on the foundation of its long-established industry knowledge and consulting expertise, value-adding software, global customer support services, a complete line of consumable and media products, and leading edge hardware technology. NCR employs 32,500 in 130 countries, and is a component stock of the Standard & Poor's 500 Index. More information about NCR and its solutions may be found at [www.ncr.com](http://www.ncr.com).

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