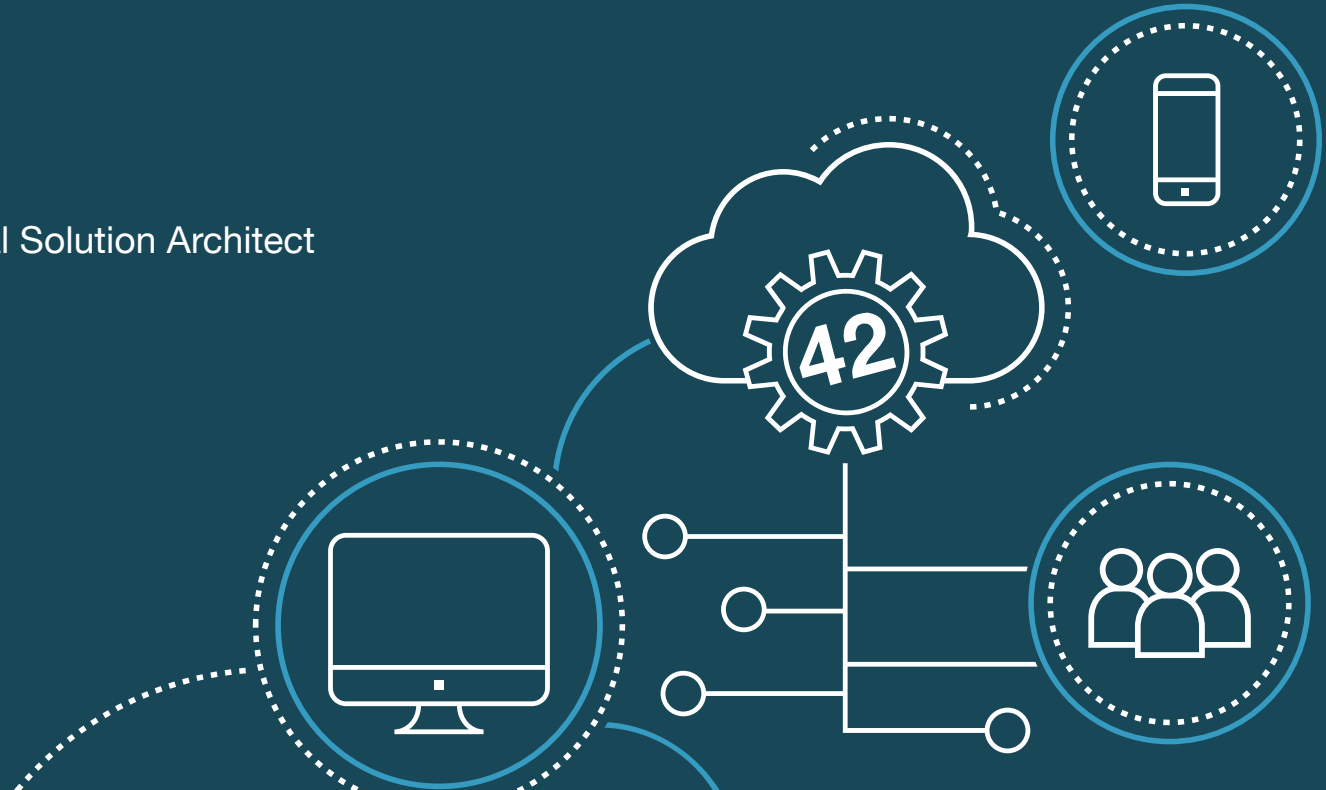


Marketing Cloud Toolkit – Contact Deletion

How To

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About Marketing Cloud Toolkit – Contact Deletion



The factory42 Marketing Cloud Toolkit – Contact Deletion enables you to search all your data extensions in several business units and delete all occurrences at once from your whole system.

This makes sure that you can completely fulfil the requirements of GDPR of removing data even in non sendable data extensions.


Navigation



- Main -> Brings you to the start page
- Admin -> Let's you add and remove business units
- Log -> Checks the logs from your connected business units
- Log out -> Well, you get logged out ;-)



Create API Credentials in your business unit



The screenshot shows the 'Add API Integration' form with the following sections and permissions:

- AUTOMATION**
 - Automations: Read, Write, Execute
 - Interactions: Read, Write, Execute
- CONTACTS**
 - Audiences: Read, Write
 - List And Subscribers: Read, Write
- DATA**
 - Data Extensions: Read, Write
 - File Locations: Read, Write
 - Tracking Events: Read
- HUB**
 - Approvals: Write
 - Calendar: Read, Write
 - Campaign: Read, Write
 - Tags: Write
 - Workflows: Write
- PROVISIONING**
 - Organizations: Read, Write
 - Users: Read, Write
- WEBHOOKS**
 - Webhooks: Read, Write

Buttons: Cancel, Save

- With an admin account go to ,Administration‘ -> ,Account‘ -> ,Installed Packages‘
- Click ,New‘, enter a name like ,Marketing Cloud Toolkit - Contact Deletion – MID 6422724‘ and click ,Save‘. Make sure to pick a name that indicates the business unit like its name or MID
- Click on ,Add Components‘, make sure ,API Integration is selected and hit ,Next‘
- Select as a minimum the following elements:
 - Data -> Data Extensions -> Read, Write
 - Provisioning -> Organizations -> Read
- Click ,Save‘
- The Client ID and the Client Secret are being displayed. Keep the window open to easily copy them in the next step





Add and remove business units

Connect to Business Units using credentials:

CONNECTED BUSINESS UNITS

There is no connected BUs

Client ID* Client Secret*

Connect  

« GO BACK

CONNECTED BUSINESS UNITS

MV Playground 2 (MID: 6422724) 

- Click ,Admin‘ in the navigation
- Enter the Client ID and the Client Secret and hit ,Connect‘
- The business unit will appear as ,Connected Business Unit‘ showing with its name and its MID
- To remove it from your account you can simply use the yellow slider next to it.



Use the contact deletion wizard - 1

Start wizard – Select business unit(s) – Enter email address(es)

Please, select Business Units where search will be:

Un-Select All

MV Playground 2 (MID: 6422724)

BACK NEXT

Please enter the email addresses to search for (use comma, semicolon, enter or space as separator):

chaibach+10@factory42.com X chaibach+19@factory42.com X

+ email

BACK NEXT

- Click ,Start wizard‘
- Select one, more or all business units connected
- Hit ,Next‘
- Enter the email address(es) you like to search your business unit(s) for. You can enter several addresses separated by comma, semicolon, enter or space.
- Click ,Next‘ when done



Use the contact deletion wizard - 2

Select data extensions to search in

Please select the Business Unit(s) and Data Extension(s) for your search:

From Business Unit: MV Playground 2 (MID: 6422724)

Un-Select All

Sendable Data Extensions

Non Sendable Data Extensions

- Pick the data extensions you like to perform your search in.
- Data extensions are grouped by business unit and by 'sendable' vs. 'non sendable'
- The easiest way is to 'Select All'
- Click 'Search'



Use the contact deletion wizard - 3

Select the data extensions the contacts should be deleted from

Email chaibach+19@factory42.com was found here:

- Business Unit MV Playground 2 (MID: 6422724)

Un-Select All

Data Extension A data extension without primary key

#	Forth field	Second field	First field	Third field
1	True	893249841	chaibach+19@factory42.com	5/7/2018 11:45:00 AM

Data Extension A sendable data extension

#	Email Address	Subscriber Key
1	chaibach+19@factory42.com	1234566807

Data Extension A none sendable data extension

#	First field	Email Address	Second field	Third field
1	893249841	chaibach+19@factory42.com	5/7/2018 11:44:26 AM	False

- The search results show a list grouped by email address, business unit and data extensions
- You can either select all per email address or pick single data extensions.
- Hit ‚Next‘ when done



Use the contact deletion wizard - 4

Confirm Deletion

Confirm Deletion

WARNING! Deletion can be proceed only to those Data Extensions that have Primary Key(s).

Next Data Extensions have NOT Primary Key(s):

- A data extension without primary key (Business Unit: MV Playground 2 (MID 6422724), email: chaibach+10@factory42.com)
- A data extension without primary key (Business Unit: MV Playground 2 (MID 6422724), email: chaibach+19@factory42.com)

Removal process will be carried out in the following Data Extension(s):

- A sendable data extension (Business Unit: MV Playground 2 (MID 6422724), email: chaibach+19@factory42.com)
- A none sendable data extension (Business Unit: MV Playground 2 (MID 6422724), email: chaibach+19@factory42.com)

You can delete emails in the Data Extensions which have not Primary Key(s) if you completely clear them (check the checkbox below for this).

Clear Data Extensions without Primary Key(s)

- You get to a summary of everything that will be deleted
- Also you get notified of any data extension that does not have a primary key. For those data extensions it is not possible to delete single rows. So the system offers you to clear the whole data extension(s).
- **WARNING:** If you check the checkbox to clear data extensions without primary key, all data in these data extensions will be lost, not only the row containing the email address
- Click ,Confirm' when everything is fine to proceed with the deletion process



Use the contact deletion wizard - 5

Review Log

Log

#	Timestamp	User performing the deletion	Business Unit	Deleted Email Address (MD5 Hash)
1	18-06-11 13:28:11	Mr. Carsten Haibach	MV Playground 2 (MID: 6422724)	7f8832e73cb6c81a2ed50a5ecf2

RE-CHECK

- You get the result of the deletion as it is written into the log.
- You can run a re-check if you like to perform another search with the same parameters once more by clicking the ,re-check' button
- For the content of the log please refer to the log description on the next pages.

The Log

Log

Business Unit MV Playground 2 (MID: 6422724):

#	Timestamp	User performing the deletion	Deleted Email Address (MD5 Hash)	Re-Check
1	18-06-11 13:28:11	Mr. Carsten Haibach	7f8832e73cb6c81a2ed50a5ecf2f951b	
2	18-05-08 09:18:19	Mr. Carsten Haibach	ff5f0bc0d27b2b4173c6e4d643c5b281	ff5f0bc0d27b2b4173c6e4d643c5b281 is in DE A data e prime

- Click on ‚Log‘ in the navigation to view the log files
- The log data is not stored in the Marketing Cloud Toolkit itself but in a data extension in your business unit(s) called ‚LogForDeleteEmails‘ in the folder ‚Logs‘
- As you can see we of course do not store the deleted email address itself in the log, but only the MD5 hash. This way the email address is deleted, but if you need to check if a given email address has been deleted, you can create the MD5 hash of it and check for the hash in the logs.

Happy deleting!

Contact

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