

SECURITY PAPER

UX Score by sovanta: Security & Data Protection



About the UX Score by sovanta

The UX Score by sovanta is a DIY tool that measures the user experience of a business application to easily identify strengths and weaknesses and increase business value in a quick and cost-effective way.

The tool's focus lies in identifying any potential for improvement in user experience based on a scientific method set and a standardized questionnaire. Moreover, it ensures that design-decisions are made and evaluated using fair evidence rather than opinions. In terms of measuring success, one can rely on UX metrics instead of mere assumptions.

The following paper describes all required compliance information for IT-security, data protection and any other legal regulations.

Collection of Feedback Data (User Data) within Qualtrics

Process Description

One can take two viewpoints on describing the process.

a. Specialist Process Description

User of the UX Score by sovanta can measure the user experience of any application and evaluate its pain points. Thereby, a standardized questionnaire based on a set of verified methods is created for this review.

The questions within the survey framework were designed by sovanta User Research experts. Within the process, the UX Score can be forwarded to the users by sharing an anonymized link. The questionnaire takes about 5 to 7 minutes to complete, and the survey framework can be accessed via any common web browser.

The feedback is 100 percent anonymous, and no personal data is collected at any time by sovanta.

We note that, during the survey no personal data will be collected. The sole objective of administrating the UX Score is to gain valuable feedback about the handling of the software to be tested. In terms of evaluation, a review is created which derives from an interface with Qualtrics.

As soon as the feedback has been provided, the results will be shown at the frontend of the UX Score. Based on the findings of the questionnaires, the initial UX Score will be calculated. The UX Score consists of four different main aspects (Ease of Use, Joy of Use, Usability and Range of Use). Afterwards, the user will be presented with recommendations for improvements. By following these recommendations, one will be able to increase the calculated user experience. By creating more reviews, the impact of the measures taken becomes clearer.

b. Technical Process Description

The mail to the participants will be sent out through the personal mail program of the user. Thereby, no email addresses will be saved by the UX Score tool. This mail as well as the link that it contains is not personalized. By clicking on the link, the participant will be forwarded to Qualtrics.

In order to avoid that a participant provides repeated feedback, cookies are saved within the browser of the user. If the participant clicks on the anonymous link after already providing feedback, the Qualtrics platform recognizes the cookies and prevents the user from partaking in the survey again. On the part of Qualtrics, the "Privacy by Default" setting has been selected which avoids that the IP address and the user-location are recorded.

To our customers and users of the UX Score, we refer to the necessity that any establishment of contact with participants must be in accordance with the GDPR.

For any additional information to the GDPR Statement of Qualtrics, you may refer to support.uxscore@sovanta.com.

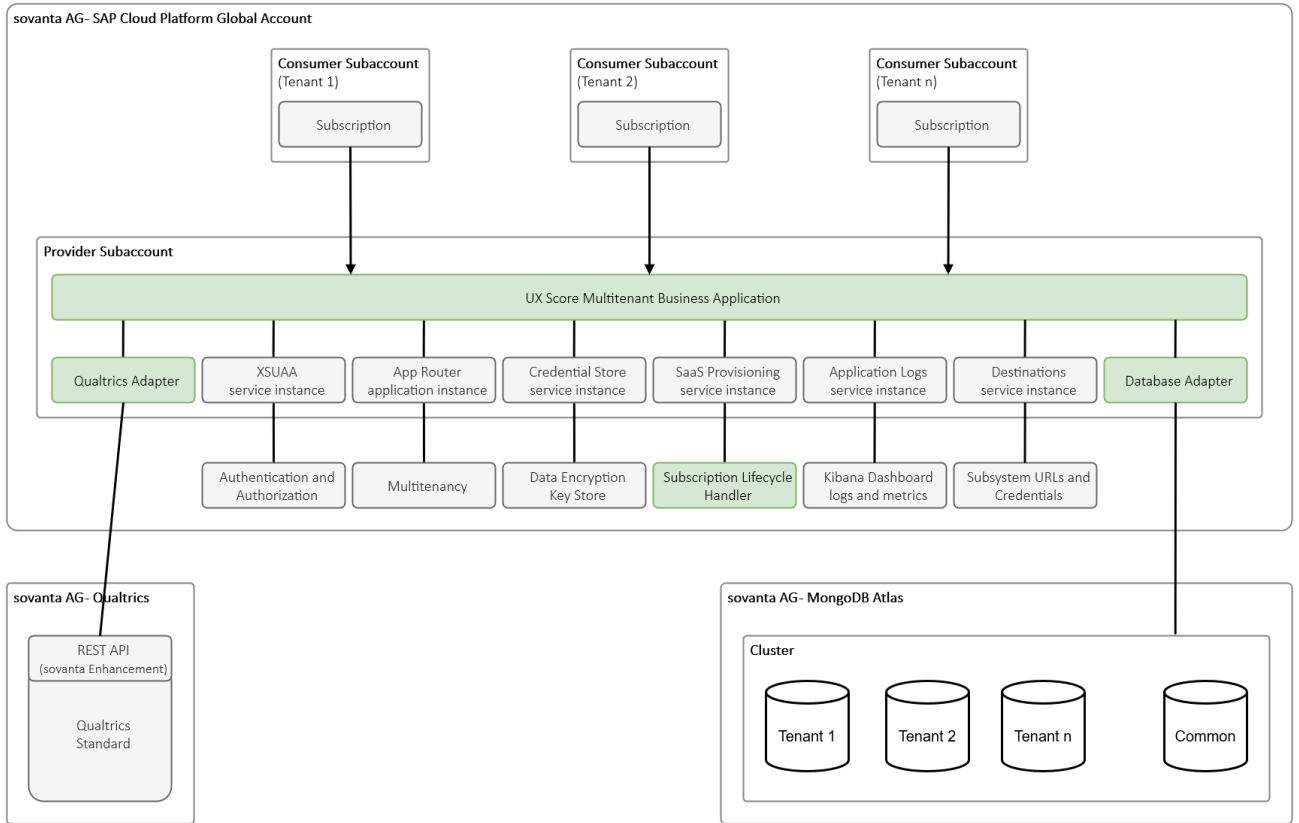


Figure 1. High-level UX Score infrastructure

Processing of the Feedback and User Data (Log in and User Data) in the UX Score Application

Process Description

One can take two viewpoints on describing the process:

a. Specialist Process Description

Users of the UX Score by sovanta can measure the user experience of an application that they want to be evaluated. To collect the necessary insights, a “review” can be created. The review consists of a standardized questionnaire (created in Qualtrics) which can be forwarded to the participants by using an anonymized link.

The aggregated data from the surveys do not contain any personal data.

The sole purpose of the questions asked is to gain information about the test person’s subjective user experience with regards to the app.

As soon as the first surveys are completed, the (initial) UX Score is calculated. The results will be shown on the UX Score’s user interface. Based on the first results, recommendations for improvement are presented to the user.

By creating follow-up reviews, the impact of the measures taken can be assessed and visualized on the UX Score’s UI.

b. Technical Process Description

The results of the Qualtrics survey are transmitted to the UX Score application via an encrypted channel in the SCP. Additionally, by selecting the “Privacy by Default” setting, any recording of the IP address or user location is avoided. In summary, no personal data is stored or transmitted in the process.

The survey data and all additional customer-related data will be saved on customer-specific tenants on a mongoDB Atlas database which is hosted at AWS (Frankfurt (Eu-Central-1)) and are solely accessible by the customer. The data at rest is encrypted with a key managed by sovanta (BYOK).

Customer-specific login data is not saved.

The authentication takes place via the customer’s Identity Provider in conjunction with the SAP ID.

For any additional information, you may refer to support.uxscore@sovanta.com.

Compliance & Trust

GDPR

The GDPR (General Data Protection Regulation) sets common data privacy standards for all EU countries. It defines the rules for handling personal data of EU residents.

Due to our large customer base in Europe, it is important for us to comply with the data protection regulations that apply to them.

We align our products and services with the data protection principles of the GDPR. For example, we adhere to the principle of data minimization by only collecting or storing data necessary for the fulfilment of the purpose and by not storing any personal data on our own systems when you use the UX Score application.

For the collection of feedback data within Qualtrics, the Privacy by Default settings are activated so that also Qualtrics does not collect or store more data than needed.

Data Processing Addendum (DPA)

Upon request, sovanta can provide a Data Processing Addendum which complements the General Terms of Use and defines the conditions of the data processing.

ISO 27001

ISO 27001 stands for ISO/IEC 27001 which is a globally recognized standard for an information security management system.

The certification proves the fulfilment of information security requirements and the implementation of data protection measures.

sovanta is ISO27001-certified regarding the design, development, implementation, consulting and operation of business software and data science solutions.

Our certificate can be found on our website: [https://sovanta.com/wp-](https://sovanta.com/wp-content/uploads/2022/03/Zertifikat-ISO_IEC-27001_2017-DS-0322011-e.pdf)

[content/uploads/2022/03/Zertifikat-ISO_IEC-27001_2017-DS-0322011-e.pdf](https://sovanta.com/wp-content/uploads/2022/03/Zertifikat-ISO_IEC-27001_2017-DS-0322011-e.pdf)

TISAX

The TISAX® (Trusted Information Security Assessment Exchange) label certifies compliance with a uniform quality standard for information security and is especially required along the entire value chain in the automotive industry.

You can request the confirmation that sovanta is TISAX certified on the ENX online portal: <https://portal.enx.com/de-de/TISAX/>

Further Service Providers

To guarantee your rights as a controller over the personal data processed in the UX Score, we have, where necessary, set up data processing agreements and the European standard contract clauses with our service providers listed below.

Qualtrics is the technology platform utilized to facilitate the gathering of feedback from the users. sovanta has activated the Privacy by Default settings within the Qualtrics platform for the UX Score and has entered into a Data Processing Agreement, including the European Standard Contractual Clauses, with Qualtrics. Qualtrics has their headquarter in the USA, but data related to the UX Score is hosted in the European Union.

MongoDB is our database provider with their head quarter in the USA. All data is encrypted at rest with our own key on servers within the European Union and the data in transit is encrypted using TLS 1.2.

The SAP Business Technology Platform is used to process the UX Score results and provide a UI to generate and review the UX Score reports. Access is granted to the customer via their Identity Provider in conjunction with the SAP ID service.

Contact



Your sovanta expert in Data Protection

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Sven Arndt is a hands-on software architect with 14 years of experience, involved in the architecture, design and implementation of microservices architectures, service-oriented architectures, and distributed systems. Throughout this time, he has been working on software solutions which process sensitive data from large amounts of customer and employee data up to payment information.

Since his beginning at sovanta in 2011 his focus was to process this data as safe as possible. With the increasing importance of data protection, Sven decided in 2017 to become the Data Protection Officer of sovanta. This extended focus helped him to implement privacy measures at the design time of new software solutions.

About sovanta AG

sovanta AG is an expert in creating a better user experience in the SAP environment. We provide customers with end-to-end-support – from the initial requirements through to the operation of the innovative solution – and ensure that they can get everything “from a single source”. Our customers benefit from a unique combination of in-depth SAP knowledge and extensive experience in the area of user experience for business applications.

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