

4Comply Eloqua Cloud App Documentation

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Introduction

[4Comply](#) is a privacy compliance solution that enables companies to manage consent and permissions, fulfill privacy rights requests and respond to privacy inquiries from regulators. The 4Comply Eloqua Cloud apps seamlessly integrate with Eloqua on the campaign and program canvas.

The following document explains how each of the 4Comply apps works and how to implement them in Oracle Eloqua.

The suite of apps is composed of the following items:

Feeders:

- RTA Email Confirmed
- RTP Email Confirmed
- RTU Email Confirmed
- RTBF Email Confirmed

Actions:

- RTA Send Requested Data
- RTP Send Requested Data
- RTU Send Requested Data
- RTBF Send Requested Data
- 4Comply Create Consent

Decisions:

- Validate 4Comply Permission

Initial Configuration

Before installing the 4Comply Eloqua Cloud Apps, you must obtain the Tenant ID and the Secret Key provided by your 4Comply Dashboard at <https://dashboard.4comply.io>

Get keys from 4Comply Dashboard

1) Go to the Settings section in the dashboard



2) Copy the **Tenant ID** and the **Secret Key**



After that, please follow these instructions to set up this cloud app in your Oracle Eloqua instance.

- Log in to Oracle Eloqua.
- Click on Get App below to install.


[Get App](#)

NOTE: If prompted to log again, please do so.

- In the next screen, click “Accept and Install”

4Comply 2.0 Apps

Accept and Install


4Thought Marketing Cloud Apps
www.4thoughtmarketing.com

Email

support@4thoughtmarketing.com


Phone


888 356 7824


Description


Cloud Actions and Feeders that allow Eloqua to interact with the privacy rights platform 4Comply


Services



Feeder : 4Comply 2.0 RTA Feeder - After Email Confirmation
 After the user has confirmed its identity, 4Comply will send the request to Eloqua in order to get the data required by the user.



Feeder : 4Comply 2.0 RTP Feeder - After Email Confirmation
 After the user has confirmed its identity, 4Comply will send the request to Eloqua in order to get the data required by the user.



Feeder : 4Comply 2.0 RTU Feeder - After Email Confirmation
 After the user has confirmed its identity, 4Comply will send the request to Eloqua in order to get the data required by the user.



Feeder : 4Comply 2.0 RTBF Feeder - After Email Confirmation
 After the user has confirmed its identity, 4Comply will send the request to Eloqua in order to get the data required by the user.



Action : 4Comply 2.0 RTA Action - Send Requested Data
 Sends to 4Comply the Eloqua data requested by user.



Action : 4Comply 2.0 RTP Action - Send Requested Data
 Sends to 4Comply the Eloqua data requested by user.



Action : 4Comply 2.0 RTU Action - Send Requested Data
 Sends to 4Comply the Eloqua data requested by user.



Action : 4Comply 2.0 RTBF Action - Send Requested Data
 Sends to 4Comply the Eloqua data requested by user.


Action : 4Comply 2.0 Consent Action - Create 4Comply Consent
 It will create consent in 4Comply platform if the Eloqua contact has all the required field for it.


Decision : 4Comply 2.0 Permission Decision - Verify 4Comply Regulation Permission
 It checks in 4Comply if the Eloqua contact has a valid regulation permission.


Action : 4Comply 2.0 Forget Citizen
 Forget a citizen in the 4Comply 2.0 instance.


Feeder : 4Comply 2.0 RTU Ready To Fulfill
 After the user has updated the data , 4Comply will send the request to Eloqua in order to update the data required by the user and the app will return the data updated to 4Comply.


Feeder : 4Comply 2.0 Permissions Created/Updated/Deleted
 Receive changes on permissions when any one has been updated, created or deleted.

Configure 4Comply keys in Eloqua

1) Go to the Settings section in Eloqua



2) Go to Apps



Platform Extensions

Install and configure Eloqua extensions and integrations.

Apps

Cloud Connector

Integration

AppCloud Developer

3) Search for “4Comply Services” and click on it



4) Go to the **Configure** Section



5) Copy the 4Comply **Tenant ID** and the **Secret Key** in the corresponding fields and **Save**



Eloqua Feeders

Pre-Process

Every time a 4Comply form has been submitted for any of its rights (RTA, RTP, RTU or RTBF) an email is sent to the user who have requested any of the rights. Once the user confirms its identity by clicking on the email link provided by 4Comply, the request is sent to Eloqua, therefore Eloqua will provide the information requested to 4Comply and this one to the user.

Commonly the Feeders and the Actions are used together, the Feeder will receive the request and then the Action will provide the data to 4Comply, it could exist a process in between the user request and the time Eloqua provides the information required, but, for the guidance process Feeders and Actions will be one after the other.

Program example:



Feeder Configuration

Configure “RTA Email Confirmed” Feeder

- Drag and drop the feeder in the canvas, double click on it and go to **configure**



- In the following screen one contact field must be selected to store the **Request Id**, this field is used to store the Id of the request created by the user when the form was submitted, then the **Request Id** value will be used by the Cloud Action to send the requested data back to 4Comply



- If the section Configure 4Comply keys in Eloqua has been configured the **Webhook** will be created automatically. In case it needs to be configured manually copy the **Webhook** URL and paste it in the **Webhook** configuration in 4Comply. The **Webhooks** option can be found on the left-hand side menu at the bottom, click on it and then select Add New as shown below



- Once **Add New** has been clicked the URL copied from Eloqua must be placed in the **Webhook URL** field. Provide a name to the webhook and select the corresponding action, for this specific case, the action for RTA Email Confirmed must be **RTAEmailConfirmedWebhook** and finally click on submit.



- **Configure Additional Rights for Email Confirmed Feeders**

The process to configure feeders and webhooks for other rights (RTP, RTU or RTBF) is exactly the same as the one shown for RTA in the previous reference. The unique difference in the process is the **Trigger Action** selected in 4Comply when the **webhook** is configured.

The following list of **Trigger Actions** can be used to configure webhooks for RTP, RTU or RTBF.

- RTP Trigger Action = **RTPEmailConfirmedWebhook**
- RTU Trigger Action = **RTUEmailConfirmedWebhook**
- RTU Fulfillment Trigger Action = **RTUReadyToFulfillWebhook**
- RTBF Trigger Action = **RTBFEmailConfirmedWebhook**

Eloqua Actions

Introduction

Eloqua has 2 different types of cloud actions to work with 4Comply:

- Type 1: Cloud Action to send the data requested by the user (RTA, RTP, RTU or RTBF)
- Type 2: Cloud Action to create consent from Eloqua

The first type is just to return to 4Comply the data that a user has requested via 4Comply, these actions usually work together with the feeders (previous topic).

The second type will create a consent entry in 4Comply and its corresponding permissions based on a combination of field values.

Action Configuration

Configure “RTA Send Requested Data” Action (Type 1)

- Drag and drop the action in the canvas, double click on it and go to **configure**



- Select the contact field where the Request ID has been stored by the feeder ([previous topic](#)). This value will work to identify which user requested the information.



- Then the fields to be sent to the user who requested the data must be selected

Contact fields to export data

--Select One-- Add Field

Company Delete

Last Name Delete

First Name Delete

Email Address Delete

- The last step is to determine if the **Fulfillment Complete** field should be checked. By checking this field 4Comply will know that the data can be sent to the user immediately, if this field is not checked then 4Comply will wait for an external process to determine when the fulfillment has been completed. Is **recommended** to mark the checkbox. Finally save the configuration.

RTA Fulfillment Complete ☒

Configure Additional Rights for Send Requested Data Actions

The process to configure actions other rights (RTP, RTU or RTBF) is exactly the same as the one shown for RTA in the previous [reference](#). The unique difference is that the action for RTBF does not require a fulfillment field.

Configure “4Comply Create Consent” Action (Type 2)

This action will be in charge of creating a consent entry in 4Comply, each consent entry could have derived consent entries associated, this is dependent on the values sent in **Country Code** and **Permission Type**.

Country Code: Will determine the regulation to use, for example, France (FR) will use the GDPR regulation.

Permission Type: Will contain the explicit permission to be used in conjunction with the regulation determined by the Country Code.

Different combinations of the fields mentioned before will reflect different results in 4Comply.

Regulation	Explicit Permission Type	Derived Permission Type	Consent Source	Default	Retain
GDPR	Process Data	Process Data	Explicit	No	Delete
GDPR	Process Data	Communicate - email	Derived	No	Delete
GDPR	Process Data	Communicate - SMS	Derived	No	Delete
GDPR	Communicate - email	Process Data	Derived	No	Delete
GDPR	Communicate - email	Communicate - email	Explicit	No	Delete
GDPR	Communicate - SMS	Process Data	Derived	No	Delete
GDPR	Communicate - SMS	Communicate - SMS	Explicit	No	Delete
GDPR	Communicate Electronically	Process Data	Derived	No	Delete
GDPR	Communicate Electronically	Communicate Electronically	Explicit	No	Delete
GDPR	Communicate Electronically	Communicate - email	Derived	No	Delete
GDPR	Communicate Electronically	Communicate - SMS	Derived	No	Delete
CCPA	Communicate - email	Communicate - email	Explicit	Yes	Retain
CCPA	Communicate - SMS	Communicate - SMS	Explicit	No	Retain
CCPA	Communicate Electronically	Communicate Electronically	Explicit	Yes	Retain
CCPA	Communicate Electronically	Communicate - email	Derived	Yes	Retain
CCPA	Communicate Electronically	Communicate - SMS	Derived	No	Retain
CCPA	Sell Personal Data	Sell Personal Data	Explicit	Yes	Retain
CCPA	Sell Personal Data	Request to Sell Personal Data	Derived	Yes	Retain
CCPA	Request to Sell Personal Data	Request to Sell Personal Data	Explicit	Yes	Retain
CASL	Communicate Electronically	Communicate - email	Derived	No	Retain
CASL	Communicate Electronically	Communicate - SMS	Derived	No	Retain
CASL	Communicate Electronically	Communicate Electronically	Explicit	No	Retain
CASL	Communicate - email	Communicate - email	Explicit	No	Retain
CASL	Communicate - SMS	Communicate - SMS	Explicit	No	Retain
No Current Reg	Communicate Electronically	Communicate Electronically	Explicit	Yes	Retain
No Current Reg	Communicate Electronically	Communicate - email	Derived	Yes	Retain
No Current Reg	Communicate Electronically	Communicate - SMS	Derived	No	Retain
No Current Reg	Communicate - email	Communicate - email	Explicit	Yes	Retain
No Current Reg	Communicate - SMS	Communicate - SMS	Explicit	No	Retain

A **Country Code** = “FR”, **Permission Type** = “Process Data”, **Consent Code** = “no” and **Email Address** = “elqcontact@customer.com” and Processing Purpose = “CRM Record without consent” will generate the following entries in 4Comply.

Consent entries



The steps to configure this action are:

- Drag and drop the action in the canvas, double click on it and go to configure



- Drag and drop the action in the canvas, double click on it and go to configure



Using Decision Steps

• Introduction

The decision step in Eloqua, will verify in 4Comply if the contact that is in the Eloqua campaign has the corresponding **Permission Type** and if the expiration date is still valid to receive a marketing email.

The **Permission Type** configured in the decision step must match the values in 4Comply.

Decision Configuration

Configure “Validate 4Comply Permission” Decision

- Drag and drop the action in the canvas, double click on it and go to **configure**



- In the following screen it is required to configure 2 fields, the **Webhook ID** and the **Permission Name**. If the section Configure 4Comply keys in Eloqua has been configured the **Webhook** will be created automatically. In case it needs to be configured manually copy the **Webhook URL**.



- Then paste the **Webhook URL** in the Webhook configuration in 4Comply. The Webhooks option can be found on the left-hand side menu at the bottom, click on it and then select **Add New** as

shown below.



- Once **Add New** has been clicked the URL copied from Eloqua must be placed in the **Webhook URL** field. Provide a name to the webhook and select the corresponding action, for this specific case, the action for RTA Email Confirmed must be **BulkRequestPermissionsDelivery** and finally click on submit.



- Copy the **Webhook ID** from the URL



- Go back to Eloqua and open up the decision configuration screen. Copy the **Webhook ID** in the corresponding field and fill out the **Permission Type**.

Citizen Permission Settings

Webhook ID *

Permission Type*

Make sure the **Permission Type** matches the permissions in 4Comply. These can be found in the left-hand side menu under the **Regulations** option.

