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Using Customer Data for ASR Tuning

Automated transcription takes the voice audio that your company already collects and transcribes it, enabling you to obtain insights about your customers' needs. Your transcription vendor needs context-specific audio samples from your business domain to tune the software, however, the samples contain personal information that must be kept secure.

According to Gartner's Top 6 Security and Risk Management Trends for 2018, "All security and product buying decisions are based on trust in the integrity of the supplier." Your responsibility is to ensure that you choose vendors who comply with the regulations to keep your customers' sensitive data secure.

How to protect sensitive data during the tuning process

Before tuning, it is important to ensure that the data you use falls within the privacy policies of your customer consent agreement.

→ **Customer data agreement for tuning**

- Have you informed your customers that their voice recordings may be used for tuning?
- What types of data will be in scope for tuning (GDPR/PCI/HIPAA etc.) according to your business model?

→ **Secure transfer**

- Is your vendor using a secure third-party file transfer program for data transfers?
- If you are transferring data on physical media, does your vendor use compliant data handling processes and FIPS-compliant devices?
- If transferring information from the EU Economic Area, does your vendor comply with the U.S. Privacy Shield Program?

→ **Secure tuning processes**

- Ensure that the vendor's personnel with a business need for handling the data have undergone the appropriate background checks and specialized security training
- Validate that the vendor has the appropriate security controls and processes in place, such as:
  - Change and configuration management
  - Secure file transfer and data handling processes and policies
  - Appropriate technological and logical controls:
    - Security incident and event monitoring (SIEM)
    - Restricted access
    - Vulnerability management and network-level controls, including IDS/IPS
    - Jump box isolation to restricted processing zone
- GDPR compliance, if applicable, requires companies that process, store, or transmit privacy-restricted data of EU Economic Area citizens to comply with the citizens' right to restrict processing, the right to consent, the right to forget, the right to correct, etc.
- PCI compliance
- Confidentiality agreements signed by all persons with access to sensitive data

→ Secure model tuning environment

- Ensure the vendor has a secure environment for tuning
- Restrict access to tuning environment based on business need
- Validate that secure environment provides appropriate security controls and network isolation

→ Data lifecycle processes

- Define the data lifecycle
- Enact data handling policies
- Establish data destruction processes, validation (certification of destruction) and data aging policies

Most importantly, you have a say in how your data is handled

A lifecycle can be established for all data that you provide for sampling with data aging policies, and it cannot be pulled from the isolated environment where tuning is being conducted. USB FIPS-compliant data transfer and AWS enterprise file transfer processes can be implemented to secure private information. You also have the authority to request a secured destruction of your voice samples.

Thus, while price and accuracy are key factors in selecting the best transcription software, finding a security compliant vendor should be at the top of your list to prevent data breaches, reputation loss, and litigation scenarios that ultimately reduce TCO. Your transcription vendor should support your business's and your customers' data security, and that is exactly why Voci Technologies has put security and compliance at the forefront of everything we do. All of our solutions are built with security and compliance in mind, and we continue to make significant investments into the security of our products and services.

About Voci Technologies

Voci Technologies combines artificial intelligence (AI) and deep learning algorithms to deliver the best-in-class enterprise speech analytics platform. Voci's innovative technology and strategic partnerships enable contact centers of all sizes to extract actionable intelligence from voice data to improve customer experience, operational efficiency and compliance requirements.

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