



Data Security & Privacy Whitepaper

ThinkSuccess.net | Data Security & Privacy Whitepaper (v2.0)

Project: The Success Engine | Predictive Churn Modeling Pilot

Lead Researcher: Niki Clarke-Crossman (PhD Candidate)

1. Governance & Data Sovereignty

ThinkSuccess.net operates as a **Data Processor**. We adhere to a "Research-First" privacy model, ensuring that data integrity is maintained through strict academic and ethical standards.

- **Zero-PII Commitment:** Our architecture is optimized for anonymized "Account IDs." We do not require Names, Phone Numbers, or Personal Emails to generate the **Silence Tax™** risk assessment.
- **Purpose Limitation:** Data is used exclusively for the generation of churn risk alerts and PhD-validated predictive modeling.

2. Technical Architecture & Pass-Through Security

Our "Success Engine" utilizes a secure, automated pipeline designed to minimize data exposure.

- **Encrypted Ingestion:** Data is submitted via SSL/TLS encrypted portals.
- **The n8n Pipeline:** We utilize a secure n8n orchestration layer. Data processing is "Stateless"—once the risk score is calculated and routed to your private dashboard, raw CSV data is moved to isolated storage.
- **Multi-Tenant Isolation:** Client datasets are siloed at the database level. Looker Studio dashboards utilize **Owner-Credentialed Report-Level Filters**, ensuring that data from one pilot partner is never visible to another.
- **Encryption Standards:** All data is encrypted using **AES-256** at rest and **TLS 1.3** in



transit.

3. Compliance & Residency

- **Global Standards:** Fully compliant with **GDPR (UK/EU)**, **UAE Federal Law No. 45**, and the **Australian Data Protection Act**.
- **Data Residency:** Default processing occurs in the UK/EU region to align with international SaaS standards.
- **Audit Trail:** Every data movement within the Success Engine is logged, providing a transparent audit trail for compliance officers.

4. Contact & Incident Response

In the event of a security query or a request for a formal Data Processing Agreement (DPA), our team is available:

Data Protection Lead: Niki

Email: emailus@thinksuccess.net

Response SLA: 4 Business Hours (UK Time)

