July 30, 2019

Last May, SMS announced that we would no longer support data mining practices by third-party vendors. The decision was based primarily on security and data privacy factors, particularly in light of the implementation of the General Data Protection Regulations (GDPR) in the EU and similar restrictions expanding to other regions including the US.

For security reasons, you should not grant 3rd parties unfettered access to the SMS|Host database. Your vendor partners should ONLY receive data from SMS via a sanctioned interface or secure export and never by direct access.

Our subsequent release of SMS|Host v22.1 contained a number of enhancements enabling you to comply with increasingly stringent guest privacy standards. At the same time, we introduced our Secure Data Extract (SDE) as an inexpensive solution to provide your vendor partners with the information that they need via a controlled data feed. While the emphasis on security is a primary consideration, another major concern is system performance.

Allowing 3rd parties to have direct access to the SMS|Host production database is frequently a contributor to sporadic SMS|Host performance degradation including potential slow-downs, locked files and error messages resulting from inaccurate commands, extremely large file sizes or ill-timed harvesting procedures.

The challenges to daily operations and the resulting frustrations for users are avoidable by preventing direct, unrestricted access to your SMS|Host directory and guest data through deployment of an automated, schedulable, encrypted SDE Export providing the following benefits:

- **Security:** increased through elimination of direct/uncontrolled external access to SMS|Host
- **Protection**: sensitive data are removed prior to export while encryption in transmission complies with data privacy requirements
- **Reliability**: consistent and dependable delivery of data
- **Automation:** fully autonomous processing
- **Speed:** much smaller data feeds result in much shorter transmission periods
- **Frequency:** smaller extracts enable greater frequency of exports
- **Economy:** SDE supports multiple vendor exports from a single installation
- **Performance Safeguard:** reliance on an official interface protects against unintended performance degradation

We urge you to get in touch with any and all vendors to whom you are granting direct access to your system and ask them to contact SMS via our SDE Vendor Information Page (www.springermiller.com/SDE) or me directly at Rick_Downing@SpringerMiller.com. You can also reach out to your SMS Account Manager who can update you on the growing list of vendors who are validated to provide SDE Export solutions.

Regards,
Rick Downing
Sr. Product Manager, SMS|Host
+1.802.253.0203
rick_downing@springermiller.com
www.springermiller.com