

Brilliant Future

Classification: Public

CX, CS-NAVIGATOR

Architecture, Compliance and Security White Paper

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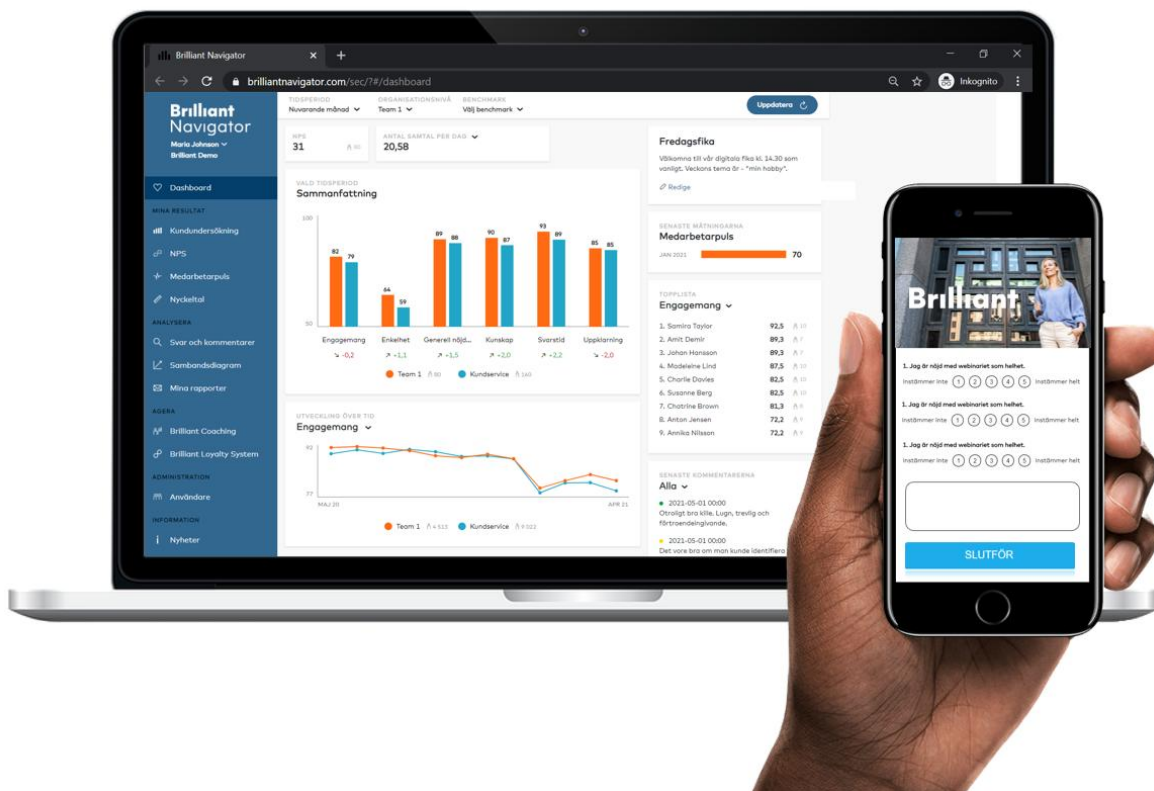
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3 INTRODUCTION

3.1 PURPOSE

Brilliant Future is a Swedish SaaS company that helps organisations to reach their full potential through strengthening employee and customer relations. Brilliant Navigator is the application and toolbox used for strengthening customer relations and is tailored for organisations with customer contact centres.

This document describes the platform, features, the overall architecture, environment, compliance and how Brilliant Future process personal data.



3.2 SCOPE

The Navigator application, infrastructure, and security measures/controls

4 PRODUCTS AND FEATURES

Navigator is a web-based solution that supports desktop and tablets for signed in users and have fully respondent web surveys for respondents. The application is tailored for supporting organisations customer experience through its customer services function. Measures are easy to integrate, and data is updated in real time to follow-up and take actions rapidly.

Brilliant Navigator present insights and KPIs about customer, agents in an organisation's overall operations. These insights give the opportunity to increase quality and efficiency to reach both companies and employees full potential.

Transactional measures give continuous and coherent results that organisations can act upon, such as:

- **Evaluate** – training, coaching.
- **Secure** – quality and competence.
- **Priorities** – areas for development (e.g. attitude, competence, problem management, availability).
- **Feedback** – to employees and customers.
- **Identify and compare** – groups, units etc.

Brilliant Navigator is built around the following features and this chapter describes these briefly:

- Customer survey
- NPS – Net Promoter Score
- Employee
- Accomplishment
- Coaching
- BLS - Brilliant Loyalty System
- Transcriptions
- AI free text summary using AI

4.1 CUSTOMER SURVEY

The customer survey supports several channels and measures are made on individuals, teams, units, locations, channels, and organisations. Access to results is given to different roles and can be tailored on different levels depending on the organisational need.

Customers are given the opportunity to give feedback directly after contact with the organisation. Feedback is given based on standard- or tailored questions depending on the specific needs, including free text answers if that is needed. Answers can be collected through either survey or speech recordings.

Results can be analysed on all levels (described above), results and measures can also be categorized (tailored categorization) based on organisational needs.

The following distribution channels are supported:

- Phone (inbound, outbound)
- Web (through links, email, chat, etc)
- SMS

Results can be analysed and presented based on time periods:

- Day, Week, Month, Year
- Flexible time range (From-date, To-date)
- Comparable periods
- Accumulated
- Historically

Other features related to survey:

- Goals - possibility to define goals on agents and teams based on results.
- Analytics/tracking – possibility to track number of responses.
- Export – reports to Excel and Powerpoint

4.2 NPS – NET PROMOTOR SCORE

The purpose with NPS is to give organisations insight in customer- and brand loyalty by asking individuals “how likely you are to recommend [the company] to a friend or colleague?”.

Respondents are asked to answer on a scale between 0-10. The NPS score is a calculated index of ambassadors (9-10), deducted with the index of detractors (0-6). Scientific results show that a high valued NPS correlates a company’s financial results.

4.3 CONTACT CENTER EMPLOYEE

The employee survey module is tailored for agents in a contact center organisation, and it includes 25 standard questions measuring factors such as knowledge, performance and engagement including free text comments.

The survey is conducted using email invites and web forms. Answers are anonymous and results are handled with full confidentiality. No answers can be derived to an individual respondent. The employee survey follow rules according to ICC/ESOMAR.

The result can be analysed on all levels in the organisation, e.g. individuals, teams, units and organisation.

4.4 PERFORMANCE

The performance module presents the overall result of an organisations performance by presenting customer satisfaction indexes and how they relate to employee knowledge, performance, and engagement. This gives insights in how the organisation is performing and how to develop the business and employees. Brilliant offers a flexibility in choosing KPI to measure and reports can be presented in the UI or distributed be email or SFTP.

4.5 COACHING

The coaching module is tightly linked to customer survey, performance and NPS. The purpose with coaching is to give tools and simplify the process of employee development and follow-up.

4.6 BLS - BRILLIANT LOYALTY SYSTEM

BLS is a module to systematically develop and improve customer relations. This tool gives insights in what is needed remain and increase customer satisfaction.

4.7 LANGUAGE SUPPORT

The web portal for viewing results and analyse data supports the following languages English, Swedish, Finnish, Danish, Norwegian.

The web-based surveys support the following languages: Arabic, Danish, Dutch, English, Finnish, Flemish, French, German, Greek, Italian, Norwegian, Polish, Romanian, Russian, Somali, Spanish, Swedish, Turkish

4.8 AI SUMMARY

The AI summary will, in its first version, summarize all customer comments and survey results from digital surveys or recorded audio files in the telephone survey. The function will be displayed simply and elegantly on the employee's own dashboard, as well as for managers at each level.

This will be summarized on team level:

- For a team, customer comments from the previous month will be analysed and summarized into two categories: "3 things they want to see more of" and "3 things they want to see less of."
- A tonality score will be provided, showing the ratio of positive, neutral, and negative sentiments in comments related to overall results and specific topics. The tonality score ranges from -100 to 100, where a value above 0 indicates the majority of comments are positive, and a value below 0 indicates the majority are negative. Additionally, we highlight the "highlight of the month," which showcases the best and most positive comment.
- The AI summary will also categorize all team comments into different subjects, providing a quick overview of what the comments are about, called "Hot Topics."
- A Result Analysis that summarizes and analyses the content of the Summary Graph and gives recommendations based on movements from the latest period and comparisons with other parts of the organization.

This will be summarized on employee level:

- Based on the teams comments, employee will see the same summary of "things they want more of" and "things they want less of".

- Employees will receive their own tonality score showing the ratio of positive, neutral, and negative sentiments in their comments from the previous month.
- "Highlight of the month" and showcase the most positive comment the employee received.
- A Result Analysis, the same one as on team level.

4.9 TRANSCRIPTIONS

In the process of customer surveys conducted using outbound telephony, the respondent is given the opportunity to answer both rating questions and leave a recorded comment during the phone call using the phone. These comments then undergo a process called transcription. This means that, with the help of AI and the subcontractor Utino, the AI reads the audio files and converts them into text. The text comment is then displayed in Navigator's interface and can form the basis for AI-Summarization according to section 4.8.

Utino hosts its application in a datacenter in Sweden/Stockholm, which means that the transcription process does not transfer any data outside of EU. Data transferred to Utino is not used for training or improving the model. There are built-in mechanisms for pseudonymization of personal data (such as name, email, telephonenumber). The actual recording is saved on a local server in the datacenter and data is disposed given a specified policy.

4.10 CONVERSATIONAL ANALYSIS

Conversational Analysis is an AI-powered solution that transcribes, categorizes, and summarizes customer conversations in customer service. The product becomes a strategic tool for turning insights into concrete actions that strengthen customer loyalty and profitability.

Brilliant Conversational Analysis uses AI to transform recorded calls into actionable insights. The audio is transcribed into text and analyzed using Brilliant's unique combination of expertise, data and experience. The platform identifies topics, sentiment and patterns in the dialogue and turns them into clear summaries, insights and key metrics – made directly available in Brilliant's platform for our customers.

Common use cases for Conversational Analysis

- AI based Categorization
- Automatic summary
- Identifying churn risk
- Developing and improving operations
- Detecting training needs for individual employees or teams
- Streamlining internal processes

Data flows for conversational analysis

- **Option 1 - using Rest-API to upload audio-files (recommended):** Use Brilliant Turing API to receive a link to personal and temporary Blob-storage to upload your audio-files (<https://br-turing-wa-prod.azurewebsites.net/scalar/external#tag/audio-uploading>)
- **Option 2 - using SFTP for daily batch upload:** Use Brilliant SFTP site to upload files daily. NOTE that files will automatically be deleted directly after processing. File name need to contain reference and meta-data

Read more in chapter 6 about how Brilliant Future process personal data and how we anonymize and mask audio files.

4.11 WEB CONNECTIVITY ACCESSIBILITY GUIDELINES (WCAG)

Brilliant Future is dedicated to meeting the accessibility guidelines according to WCAG 2.2 AA. Below is an explanation of how we fulfil these requirements, as well as identified deviations.

General

Graphical Elements and Design: All graphical elements on our platform meet the necessary color contrast and font size requirements to be considered accessible according to WCAG 2.2 AA.

Deviation: Certain visual graph components hosted by Aimchart may lack alternative text or full screen reader support, which can affect users who rely on assistive technologies.

Text Readability

All text on our platform is designed to maintain a LIX value (Readability Index) between 40–60 to ensure good readability

Deviation: Some system texts and error messages may have a higher LIX value, making them more difficult to understand.

Survey

Our surveys are developed to meet WCAG 2.2 AA requirements and are designed to support a broad user group. Full compliance cannot always be guaranteed, as customers have the ability to apply their own branding, including colours for buttons and interactive elements. To mitigate this, a disclaimer is displayed if the selected colour contrast does not meet WCAG 2.2 AA standards during survey creation. Customers may still choose to proceed with non-compliant settings at their own discretion.

Deviation: Minor deviations may occur, but we are committed to minimising these instances and continuously improving accessibility.

Supported Devices

The platform supports use on desktop, tablet, and mobile devices.

Deviation: The mobile version is optimised for survey participation, while system configuration and management are recommended to be carried out on larger screen.

Summary

Brilliant Future is dedicated to fulfilling the requirements of WCAG 2.2 AA. Regular reviews and updates are conducted to ensure the platform remains accessible to all users. We acknowledge the current deviations, primarily related to amCharts visual graph components, and are actively working to address these and further enhance the user experience for everyone.

4.12 PUBLIC REST API

Brilliant Navigator provides a modern REST-based public API for system-to-system integrations. The API enables external systems to integrate with Navigator services such as recruitment and survey distribution. The REST architecture allows for simplified integration using widely adopted web standards, improving interoperability and reducing maintenance overhead.

The REST API replaces Brilliant Navigator legacy SOAP interface and is designed to be lightweight, secure, and scalable.

4.12.1 Authentication and security

Authentication method: Token-based authentication.

Mechanism: A customer-specific API key (token) is generated and provided during customer onboarding. Tokens can be revoked and renewed dynamically if this is required.

Transmission: The token is sent in the HTTP Authorization header for every request.

Communication: All communication is protected via TLS 1.2+ to ensure confidentiality and integrity.

4.12.2 Endpoint and Documentation

Brilliant Navigator publishes a live, interactive Swagger UI with the full OpenAPI definition:

Swagger UI:

<https://service.brilliantnavigator.com/api/swagger/index.html?url=/api/swagger/v1/swagger.json#/>

OpenAPI schema (JSON): <https://service.brilliantnavigator.com/api/swagger/v1/swagger.json>

4.13 SINGLE SIGN-ON (SSO) USING SAML

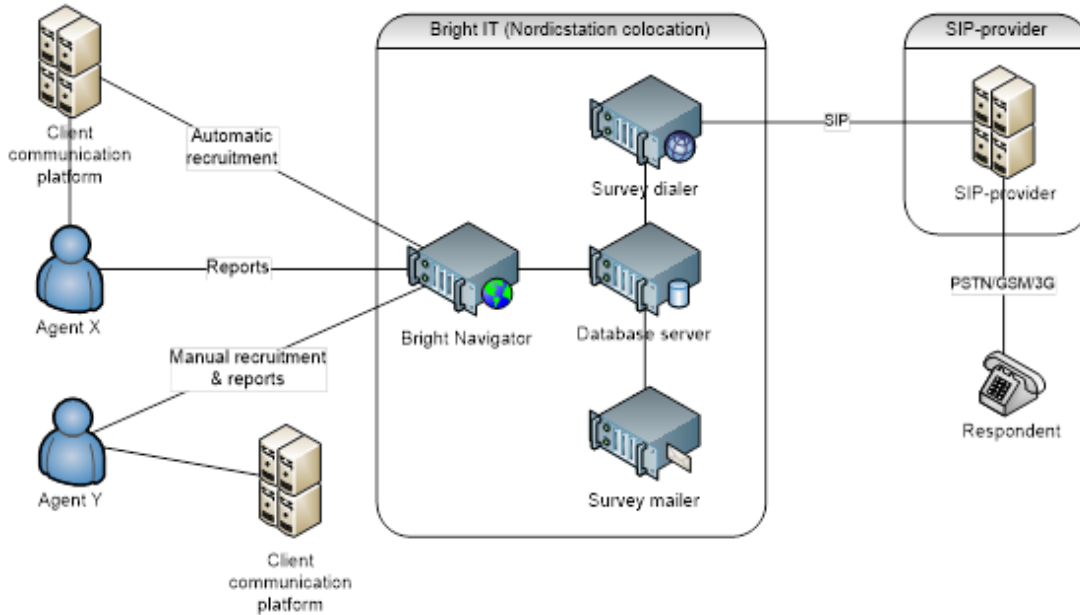
Brilliant CX-Navigator supports enterprise Single Sign-On (SSO) using the SAML 2.0 standard. Navigator operates a multi-tenant federation service under **federation.brilliantnavigator.com** that identifies the Navigator application (Service Provider, SP) and receives SAML assertions. The assertion consumer and federation endpoints are implemented on Active Directory Federation Services (ADFS), hardened and operated by Brilliant.

Customers configure an Enterprise Application in their identity platform (e.g., Microsoft Entra ID/Azure AD, ADFS, etc.) to act as the Identity Provider (IdP).

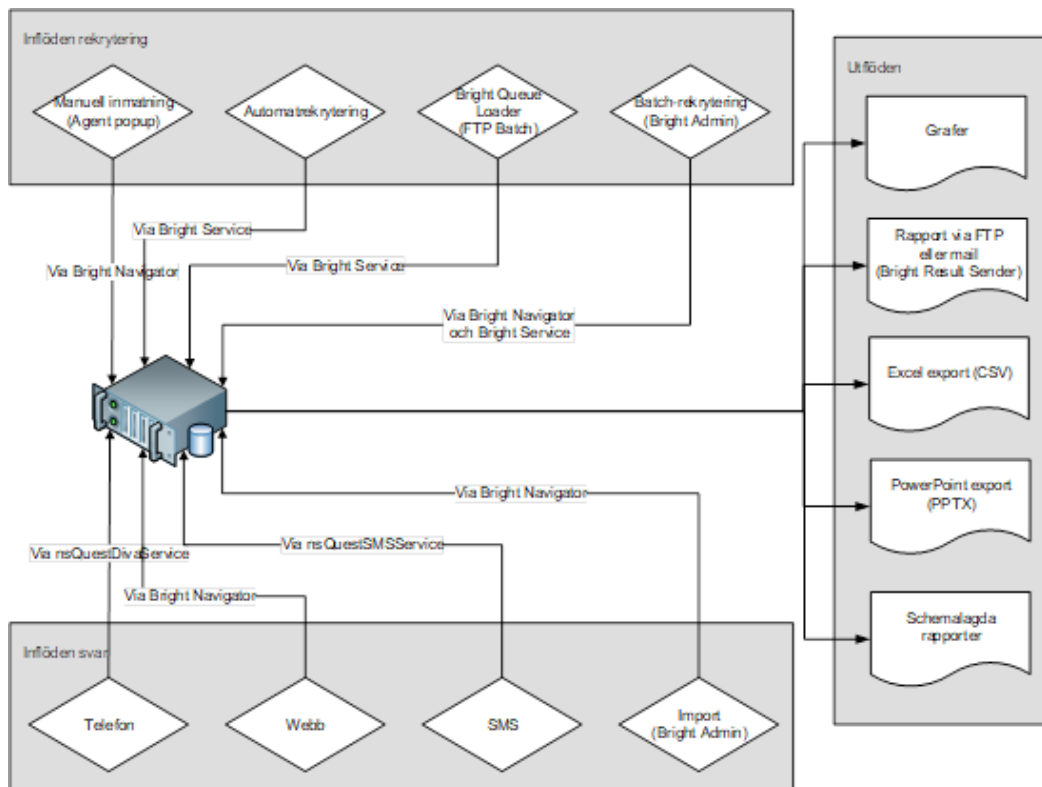
This allows our customers to maintain control over authentication, MFA, conditional access, password and lifecycle policies while Brilliant provides secure federation and application session management.

5 ARCHITECTURE

5.1 COMPONENT AND SERVICES



5.2 EVENTS AND FLOWS



5.3 ENVIRONMENTS

Navigator is hosted in separate environments for development, test/QA and production.

5.4 SECURITY

Navigator is accessible over TCP/IP/HTTPS/TLS under the domain brilliantfuture.se. System administration is secured behind the hosting partners firewall and DMZ-environment. The environment is secured using standard mechanisms such as:

- Firewall SonicWall (intrusion, and malware detection with Comprehensive Gateway Security Suite)
- Monitoring (WUG)
- Logging
- Vulnerability assessment service (VAS)
- External site scanning

All servers are continuously monitored and patched with the latest security updates, including antivirus detection.

5.5 BACKUPS

- Full or differential backup depending on data-categorization every night.
- Storage on separated standard media.
- Differential backup on databases every hour
- Backup are stored for 6 months.

6 DATA ELEMENTS AND PROCESSING

This section describes how Navigator process and store personal data, also the technical measures implemented to secure personal integrity. Brilliant act as Personal Data Processor, and our customer is Personal Data Controller.

6.1 DATA TRANSFER AND STORAGE

Brilliant is using the partner Nordic Station for hosting, operations, and development resource. Nordic Station development resource works close together with Brilliant’s Product management team. Strategic, technical choice as well as technical designs is done in close collaboration with Brilliant’s tech organization.

All data is stored in Europe, in co-location datacenters with our partner Nordic Station. The following technology is used for strengthening data integrity:

- **Data in transit** uses standard SSL/TSL/HTTPs with separated standard certificates
- **Data at rest** using SQL server, privileged access and standard TDE encryption. Encryption keys are stored separately.
- **Anonymization of respondents.** All answers from respondents are anonymized, single answers cannot be derived to physical person.

6.2 ROLES AND PERMISSIONS IN NAVIGATOR

Users in Navigator are typically categorized by the following roles:

Role	Purpose	Comment
Superuser	Managing and configuring the customer account	The superuser has access to most functionality connected to the customer account. This is typically for support purposes and the recommendation is to only have 1-2 per account
Manager	Managing parts of an customer’s organisation	This can be tailored depending on customer needs. A manager can have access to one or multiple parts and levels of the organisation
Employee	An ordinary user	This role has access to results and dashboards but only to the team the employee is part of

Brilliant assign permissions based on minimum needs. This is done by our 1st or 2nd line support and follow a specified routine to continuously evaluate and oversea permissions for the specific customer.

6.3 DATA ELEMENTS

This section describes personal data elements stored in Navigator and technical measures associated with securing data integrity.

Element	Purpose	Comment
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Users name	For login purposes	
User identification	For login purposes	
User email address	For email purposes	
Text comments related to a user (agent) in the system	For follow-up and analysis purposes	Comments are separated from physical persons but can contain personal data by free text
Respondents telephone number	For invite to customer survey	Only for telephone- or SMS survey
Respondents email address	For invite to customer survey	Only for web surveys
Background variables	Customer specific background information (e.g. age, gender, etc)	This is optional depending on customer needs
Sound recordings comments	For sound recorded surveys	Recordings are separated from physical persons but can contain personal data
Text comments	For text-based surveys	Comments are separated from physical persons but can contain personal data

6.4 LOGGING

- Respondent data sent to Navigator is logged and stored in the system for 31 days.
- User activity is logged, such as login, permissions, and user management. These logs are saved for 365 days.
- For any unauthorized activity or attack we use monitoring and scanning

6.5 DATA ERASURE

The following rules is implemented for data erasure in Navigator:

- Respondent data (phone-number, email-address) and corresponding attributes classified as personal data removed after 548 days*
- User data (name, userid, email-address) removed after 730 days (if no login information or user activity is registered)
- Recordings and comments from customer surveys are removed after 365 days.
- Comments from employee survey are removed after 730 days.
- Comments from coaching removed after 5 years.

*) Personal data elements are removed, answers are anonymized

Customer specific settings for data erasure is possible.

6.6 THE RIGHT TO BE FORGOTTEN

As Personal Data Processor Brilliant act on the request to be forgotten from the Personal Data Controller. This request should be sent to Brilliant customer support from the Data Protection Officer (DPO) or similar, not from the person itself. Personal Data Controller owns the responsibility to identify and verify the person.

The identification needed in order to remove the data is email-address, phone number, userid or user-name. Requests are sent to support@brilliantfuture.se

6.7 THE RIGHT TO REQUEST INFORMATION

As Personal Data Processor Brilliant act on the request to extract personal data from the Personal Data Controller. This request should be sent to Brilliant customer support from the Data Protection Officer (DPO) or similar, not from the person itself. The Personal Data Controller owns the responsibility to identify and verify the person.

The identification needed in order to remove the data is email-address, phone number, userid or user-name. Requests are sent to support@brilliantfuture.se

6.8 SECRECY, PRIVACY AND AI

For Brilliant Future, privacy and integrity are major focuses. Our use of AI contributes to both an improved user experience and deeper insights about our customers and our customers' clients and employees, while also protecting personal data and individual privacy.

We utilize sub processors who are adhered to the EU-US Data Privacy Framework. For AI services, we have chosen to use Microsoft Azure OpenAI, which complies with EU regulatory requirements and ensures that our prompts:

- are NOT available to other customers.
- are NOT available to OpenAI.
- are NOT used to improve OpenAI models.
- are NOT used to improve any Microsoft or 3rd party products or services.
- are NOT used for automatically improving Azure OpenAI models for your use in your resource (The models are stateless, unless you explicitly fine-tune models with your training data).
- Models used are fine-tuned Azure OpenAI models and available exclusively for our use.

The Azure OpenAI Service is fully controlled by Microsoft; Microsoft hosts the OpenAI models in Microsoft's Azure environment and the Service does NOT interact with any services operated by OpenAI, e.g. ChatGPT, or the OpenAI API¹.

¹ <https://learn.microsoft.com/en-us/legal/cognitive-services/openai/data-privacy>

6.9 RISKS WITH THE USE OF AI

Brilliant Future works with close partners to continually evaluate the solution and its implications, for example in relation to the EU AI Act. Our use of AI falls within the definition of an AI system under that Act, but it does not fall into any high-risk or prohibited categories.

It is also important to note that the AI used by Brilliant does not train its own models, nor is it employed to assess individual persons, their behaviour, or performance.

Instead, our AI is used to deliver insights about organisations, its employees, its customers to give recommendations that enhance engagement and customer experience

6.10 RISKS COMBINED WITH DATA STORAGE AND PROCESSING

Risk	Probability	Control
Foreign authority raises legal claim in the data and enforce it against the provider or gets lawful access by surveillance	No	Data is stored in EU
Company confidential information leakage caused by misuse of reports and data extracts from Navigator	Medium	Avoid extracts / reports and use built in functionality in Navigator instead
External security attack causes unlawful access to data in Navigator	High	Continuous development process for quick response to new security demands We follow OWASP standards and conduct vulnerability scans and penetration tests at least on a yearly basis Monitoring and quick incident management response Strong partnership in operations, monitoring and security
Data breach caused by internal or external misuse of login information to Navigator	High	Monitoring and quick incident management response Possibility to activate enhance security measures can be applied in exceptional cases and by an extra cost (e.g. SSO and MFA)

6.11 MECHANISM FOR MASKING PERSONAL DATA (PII)

PII stands for “Personally Identifiable Information” – i.e. GDPR-sensitive information such as name, address or phone number. PII detection is a systematic way of classifying such information within the context of a written sentence. PII masking means that each classified text should be replaced with its classification.

For example: “I am not very Rich, despite my name being Rich”

Would be classified and masked as: “I am not very Rich, despite my name being [Person]”

In order to accomplish this quite challenging task, recent AI models have been specifically trained to be very accurate in classifying text. The one BN is relying on is Azure AI Language Personally Identifiable Information (PII) detection:

<https://learn.microsoft.com/en-us/azure/ai-services/language-service/personally-identifiable-information/overview?tabs=text-pii>

It may be consumed as a cloud service in Azure, but it also supports local on-prem installation. Using the latter approach, all comments are processed within the local network and never leave our data centre. Azure only keeps track of how much text is being processed – solely for billing purposes.

This way Brilliant Future can ensure that sensitive data is never processed or visible to outside parties

6.11.1 Process

Free text comments can be stored in Brilliant Navigator (BN) two different ways:

1. When we receive the transcribed (*) text of a final “open question” as part of a phone survey.
2. When the respondent submits a web survey (received via, for example sms or e-mail).

(*) Transcription is also done on-prem within our data centre.

The first step of the PII process is to save all text comments in BN’s database. However, this is done in a transaction, which means that data is not fully committed – nor visible – until the entire procedure is completed.

The second step is to retrieve all comments for a given respondent and send them to the PII detection API. If any classification information is present, then we continue to the next step.

The third step is to apply each classification for each comment – similar to the example above. Affected text comments are updated in the database, and marked as masked successfully.

We can now commit the entire operation to the database, and only then are the comments visible within the system.

6.11.2 Summary

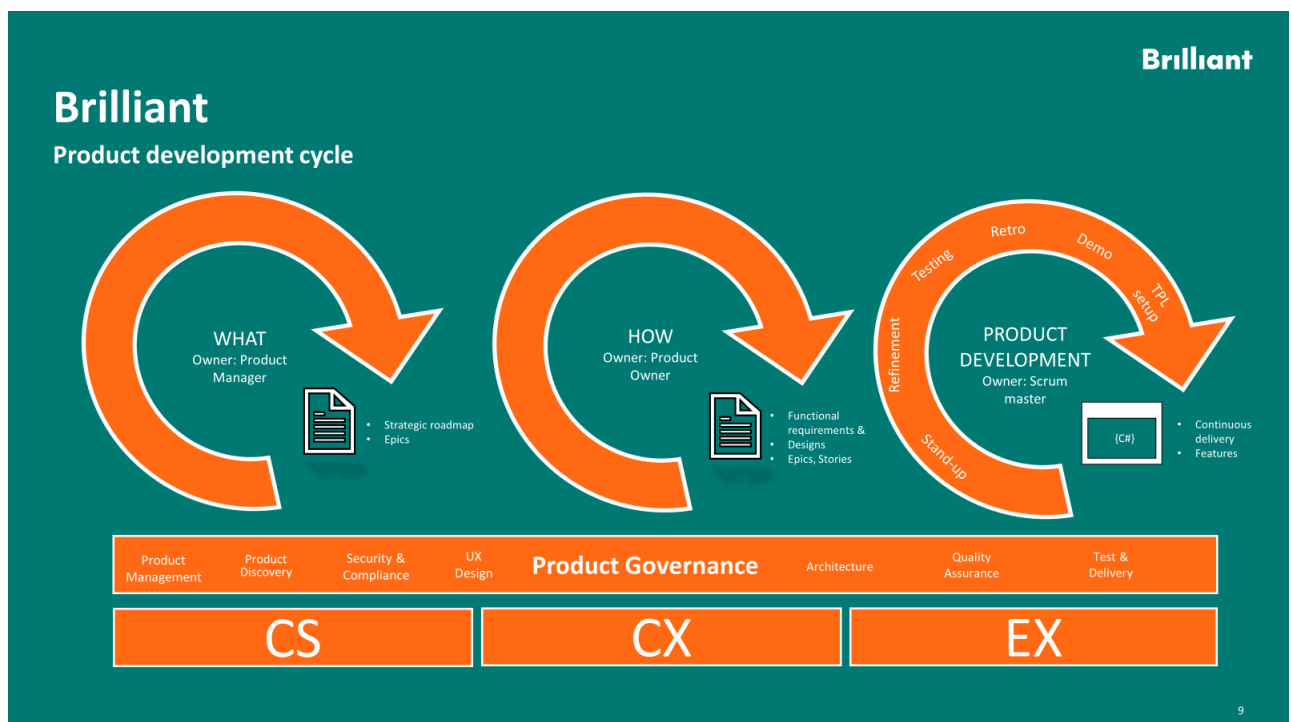
The reason for storing comments in the database immediately is to have a fail-safe – should the API fail to respond. In this case we will mark the text comment as not masked.

This means that these comments will not be sent to Azure for features like AI Summary or Copilot – but they will, however, be visible within the system. BN will then retry the PII process until it

succeeds, and then mark the comments as being masked. The PII process is hosted and operated on local servers in Sweden.

7 TECHNICAL AND ORGANISATIONAL MEASURES

Brilliant Future takes an end-to-end responsibility of product development from design, usability, architecture, security, compliance, development and delivery. The product development life cycle includes measures to verify both functional- and non-functional requirements (such as privacy by design, security and performance). The development phase includes business strategy and methodology (**what**), requirement, discovery, design and compliance (**how**), continuous development, tests quality assurance and delivery (**product development**).



The end-to-end processes is closely monitored and governed by the Product Management team. Different forums cover all governance around the product development process. Continuous delivery means that the product is continuously maintained, developed, tested and enhanced. Development is conducted with internal resource together with the external partner Nordic Station. Change management and release follow a predefined and automated process (the SDLC process). Deploys are automated using Octopus deploy.

Releases are made continuously (every 2nd or 3rd week) after conducted feature- and regression tests (automatic and manual)

7.1 ROLES IN THE TECH ORGANISATION

Brilliant's tech-, delivery and product management team consists of senior roles (e.g. Product Managers, Product Owners, Product Designers, Architects, Front-end/Back-end engineers). Specific roles are assigned to measure quality, performance, security and to manage and maintain daily operations (eg QA-leads, Test managers, Scrum master, Dev ops, Technical Project managers).

7.2 SUPPORT AND INCIDENT MANAGEMENT

Brilliant's customer support act as 1st line and handle all types of requests and incidents during weekdays between 08:00 and 17:00. The customer support can decide to escalate cases to 2nd line support (tech delivery or development team) if needed.

Business critical incidents (e.g. critical outage, security or GDPR related incidents) get escalated following an established Incident Management process.

Response times for ordinary support requests and incidents, mon-fri 08:00 17:00 is within 1 hour. Incident response outside normal business hours is 4-8 hours.

8 COMMON QUESTIONS REGARDING OPERATIONS, STORING AND PROCESSING OF PERSONAL DATA

Question	Answer	Comment
Brilliant shall ensure protection and privacy of Personal Data related to its services in accordance with relevant data protection legislation and regulations	Yes	Brilliant Future is working according to ISO 27001 and 27701. The aim is to reach official certification
Brilliant shall ensure data transferred through sub-processors outside EU	Yes	Brilliant use Nordic Station collocation environment inside EU To ensure integrity of personal data Brilliant applies additional security methods such as respondent data anonymization
Personal Data shall be retained for only as long as necessary and handled with full integrity	Yes	Automated process for erasing personal data exists. Disposal of customer data can also be tailored to customer specific needs and requests
Password policy and authentication methods	Password requirements is set to a minimum of 8 characters, a combination of lowercase, uppercase, alpha- and numeric characters.	
Separated environments between development, test and production	Yes	The environment is managed by the tech team and the external partner in close collaboration. We use external partners/experts to support in optimization, security and audits
Third party sub-processors fulfil contractual obligations	Yes	Listen Now AB (transcription, Sweden) Twilio/Sendgrid (SMS, E-mail for invites and reminders) Startdeliver (Customer and user analytics) Zelly (Azure operations, support, security) Teleoffice/Customer first (telephony in Sweden) Enghouse / Dialogic XMS outgoing telephone (on-premise solution in Sweden)

Are Brilliant working with an established Incident Management process covering security- and personal data related incidents	Yes	Business critical incident get escalated to the Incident Team
High availability and SLA	Yes	Brilliant rely on Nordic Station for operations with an general SLA of 99%. The automatic and continuous deployment process described in our SDLC process also secure high availability and security standards as well as rapid feature deployment.
Scheduled maintenance or service-windows	Yes	Service windows for patching and maintenance scheduled every 3 rd week after 21:00 (with minor disturbances)