



END NOT KNOWING

Compliant Conversational Recording for Zoom





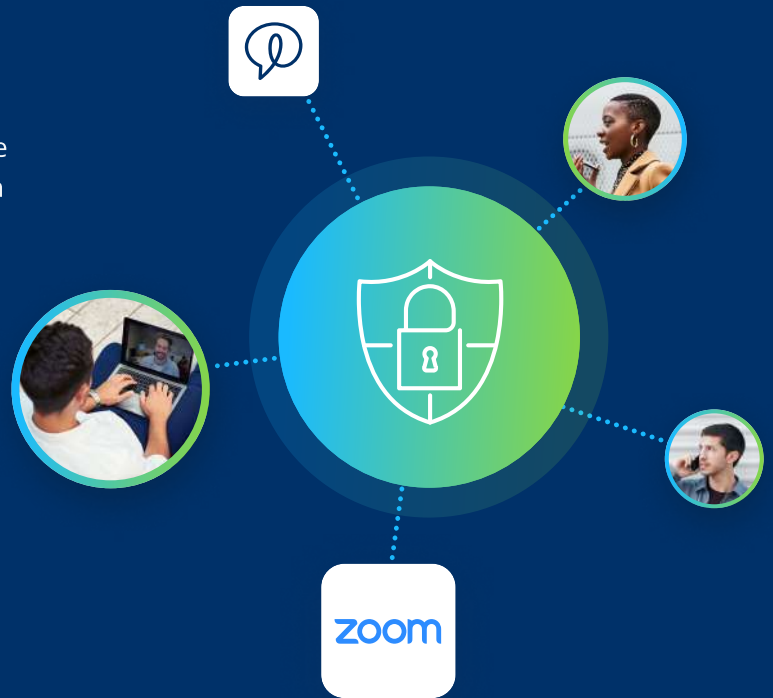
End not knowing

Are your Zoom conversations compliant?

Conversations, tasks, and information can be skewed or lost without intelligent record keeping. Trawling through notes, conversations, or transcripts can cause delays and create confusion. Regulatory reporting can take days, weeks, even months.

As your team communicates online with Zoom, prioritise proactive surveillance and regulatory compliance with Dubber.

Dubber compliantly captures Zoom Phone and Zoom Meeting conversations in a safe, secure, searchable, notifiable, auditable and scalable system of record using Unified Conversational Recording (UCR).



Record, Replay, Reveal insights from voice and video conversations

On Zoom, Dubber records, replays and reveals insights from your crucial voice and video conversations. Know what was said by who and when with Dubber's UCR. Internal or industry, businesses can capture, retain, and surface conversations in Zoom meeting legislative privacy, data requirements and policies. Search and respond to regulatory requests in real-time and alert on non-compliance risks instantly.





The cost of compliance

Remote work is trending upwards significantly since the beginning of COVID - as are compliance breaches. Despite organisations spending up to 4% of total revenue on compliance costs, the fines for non-compliance can be steep. The IBM Cost of Data Breach report shows 2020 having the highest average breach cost in 17 years.

With **Zoom reaching around 350 million daily active users** and allowances from regulatory bodies made for home workers during the onset of COVID-19 no longer in place, the need for a **unified approach to communication capture** has never been more urgent.

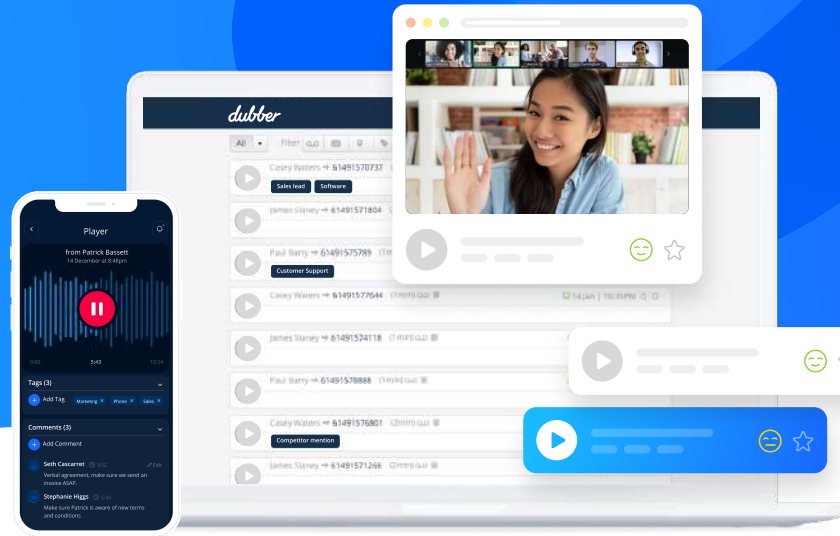
The cost of non-compliance can mean:

- × Business continuity disruption
- × Revenue and productivity loss
- × Fines and settlement costs

On average, costs equate to **2.71 x** the cost of compliance.



Solving compliance on Zoom



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On Zoom, Dubber's Unified Conversational Recording (UCR) with voice AI, can enable businesses to capture all call data required by GDPR, PCI DSS, Dodd-Frank, MiFID II, and more.

Our platform supports policy-based recordings compliance and includes access governance using roles and permissions. Additionally, recordings can be archived and are available to compliance and legal personnel for eDiscovery, legal hold, and other corporate retention uses.

Features like legal hold requests override standard retention periods, the deletion of a user, or the expiration of overall storage periods. In addition, recordings can be tagged as held in bulk by filtering recordings by customer, keyword or user.

Why should you record your Zoom conversations?

Aside from adhering to compliance standards, businesses need to record their Zoom calls for various compliance reasons:

- ✔ Limit liability
- ✔ Resolve disputes
- ✔ Provide evidence of transactions and trades

Today's complex compliance challenge

Firms will also need to account for data sovereignty and the ability to meet surveillance and reporting requirements. With the cost of compliance increasing by over 60%, businesses are looking for the most economical way to meet regulatory requirements.

To solve today's complex compliance challenge, firms need a solution that can record and capture data across all communication methods - Zoom and other IP connections, mobile devices, and fixed lines.

Call recording should no longer be application-specific. It needs to be unified across all networks, platforms, devices and locations.

Conveniently for organisations, the centralisation of capturing the recording in all accounts, right through to storage - all in one platform.



Legacy Call Recording Vs Unified Conversational Recording

Recording on Zoom requires a more advanced solution that brings communications together - not all call and conversation recording works the same.

Legacy call recording solutions offer only a **single end-point recording of voice calls**.

However, Unified Conversational Recording reflects how modern workers operate in today's market environments. As today's workers have multiple devices, we see individuals or teams often jumping between cloud and telephony connections (SIP) and other audio and text-based communication channels, like Zoom.

Dubber's UCR captures all audio recordings and conversations and stores them in a single **centralised system of record from multiple end-points**.

UCR offers much more than just conversations recorded with compliance, it provides voice AI - so enterprises can gain access to the data and insights into the customer, sentiment, accelerated investigations and remediation.



Access control

There's a growing pressure on Compliance and IT Managers and senior leaders to ensure every conversation is not only recorded but accessible and auditable in real-time.

Recording without the correct permissions, controls, storage and end-user management required for compliance puts organisations at significant risk. Various security protocols need to be in place to control access to recorded data and mitigate risk.



15 Conversational Recording imperatives

15 critical considerations for businesses to ensure Zoom calls and conversations are captured to satisfy regulatory mandates and improve investigations – whatever the communication channel.

1. Zoom-native conversation recording

Recording on Zoom shouldn't require on-premise hardware, storage or significant service expertise. Choose a solution that integrates and is simple to deploy - this is paramount.

Ensure the solution is cloud-native and provides scalability, which is vital for teams and operations that involve a high volume of calls, such as trading and contact centres cloud-native. The scalability provided by the cloud removes the restrictions of limited on-premise storage. Vast numbers of calls can be recorded concurrently and stored for extended periods following regulations.

2. Voice Intelligence Cloud

A Voice Intelligence Cloud, where voice data from recorded conversations is transcribed and analysed by AI, provides a way for businesses operating in regulated industries to have a more proactive approach to compliance. The data extracted by the Dubber Voice Intelligence Cloud makes granular investigations more efficient; it also allows for real-time monitoring to aid compliance and surveillance teams.

3. Geo Redundant Storage

Cloud storage has a significant advantage over on-premise storage as data sets are protected with geographic redundancy- to meet data and privacy regulations.

Zoom captured conversations need to be protected by encryption in transit with transport layer security. A cloud-native recording solution allows data to be stored in the capture region to ensure compliance with regional data sovereignty requirements. Regulations such as MiFID II can require companies to hold their recorded conversations for up to seven years or even longer. Your compliance solution must have the storage capacity to store recorded conversations long-term securely.

4. Cloud security

Storing conversational records securely is a vital component of regulatory compliance. With global operations common to modern business, firms will need to deploy a UCR solution that operates at a global level in order to ensure data sovereignty for each region they operate in. For the purposes of (data) export for audit - access to recorded calls should be restricted to limited roles within a business, with strict authentication processes in place.

5. Critical metadata

Regulatory audits require a compliant data set to work off as a foundation. As part of these procedures and others – such as legal hold requests or dispute resolution – organisations are often required to retrieve all calls from a specific time or date. Your recording solution should time-stamp all conversations and allow search results to be filtered by date or time and by the user. Call metadata such as call participants, recording name, and any tags should be stored alongside a recording, in addition to any voice AI information.

6. PCI DSS considerations

Compliant conversational recording also needs to consider PCI DSS requirements. Some information can be stored and used, but sensitive information such as cardholder data cannot be recorded. Your conversation recording solution must have the ability to prevent the recording of this information: redaction is not enough. Choose a UCR solution with the right PCI compliance capabilities to meet the needs of your business.



7. Regulatory requests and trade reconstructions

Regulatory requests and investigations need to be responded to in a timely fashion. In industries such as financial services, firms may be required to provide full reconstructions of trades on demand – often with only 72 hours notice, under regulations including MiFID II and Dodd-Frank. Real-time search and discovery make this simple by providing instant access to data to comply with audits or other requests for information.

8. Recorded Voice announcements

Regulations such as GDPR and MiFID II require organisations to notify call participants that their conversation is being recorded. Optional recorded voice announcements (RVAs) automatically notify call participants at the start of an inbound or outbound call.

9. Proactive compliance through AI

Unifying recorded communications into one solution creates a repository of voice data that can be mined to improve regulatory compliance actively. By applying voice AI to recorded calls, the voice data can be transcribed to enable analysis and automate processes based on what was said during a conversation.

10. Retention periods

Deleting data once it's no longer required is as equally important as storing it securely in the first place. Particularly when it comes to compliance with regulations like the GDPR, organisations must erase data when they no longer have a legitimate purpose to store it. Your solution should include the option to set retention periods for recordings so they are automatically deleted after a specified period.

11. Legal hold preparation

Legal hold requests can happen at any time. These events mandate the preservation of information, including recorded calls and texts, and can cause hassle for businesses if their data isn't stored in a unified repository. To cover legal hold requests, your solution needs to have a feature to preserve recorded conversation to prevent deletion under any circumstances. This should override standard retention periods, deleting a user, or the expiration of overall storage periods.

12. Proactively mitigating risk

Most industry regulations have been put in place to protect consumers and promote best practices. Your conversation recording solution can be a useful tool for proactive improvements and risk mitigation when it includes the power of Voice-AI. When calls are transcribed, keyword alerts can be put in place for the early detection of risky behaviour or compliance breaches – deterring potential bad actors. When these words occur in a conversation, managers or supervisors will receive an alert with a link to the conversation in question.

13. Intuitive workflows and automation

Automation shouldn't stop at keyword alerts. To streamline processes within a business, your recording solution should include an open API that allows you to create intuitive workflows and rule-based automation. These can automatically populate other business applications for increased productivity and visibility across operations.

14. Identity Provider-initiated Single Sign-On (IdP SSO)

Choosing a solution with IdP SSO makes granting and controlling access to recordings easy. Businesses can grant and manage access through their identity provider to ensure their specific security and access controls are adhered to when their users access recordings and sensitive data.

Businesses can selectively grant their users access to recordings using their existing SAML-compliant identity provider. User matching can occur either through a business email address or unique user ID, defined at configuration. Access controls can be boosted with password strength, validity period, (password) re-use restrictions, and any multi-factor authentication requirements managed within the business' identity provider.

15. Cryptography

Data should be fully encrypted by a recording solution. Not only at rest, but also in transit by using one of the strongest block ciphers available such as AES-256. Every protected object should be encrypted with a unique encryption key. This object key should then be encrypted with a regularly rotated master key for added security.



Join Dubber today

Want to transform your businesses crucial conversations and critical data into compliance success?

Dubber can help your business drive operational efficiency, improve customer experience, enhance sales performance and help you reduce costs significantly.

Contact us today for a consultation with one of our expert voice data solution specialists.

visit **dubber.net** to learn more

About Dubber

Dubber is the world's #1 Unified Conversational Recording and voice AI solution for compliance and operational efficiency. Dubber's fully compliant solution can be switched on with a click and is infinitely scalable in the cloud – with no hardware requirements.

Every conversation is captured automatically, stored securely in the cloud and available instantly to replay. Voice AI provides transcriptions, real-time search, sentiment analysis, alerts and more.

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