SECURITY AND PRIVACY FOR VMWARE CUSTOMER EXPERIENCE IMPROVEMENT PROGRAM (CEIP)

Introducing the VMware Customer Experience
Improvement Program (CEIP) and
the associated Security and Privacy considerations

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Introduction

Starting with VMware's introduction of commercial virtualization in 1998, customer needs have always been the driver behind VMware's Engineering and Product Development efforts. As we introduce innovative new products into the market, listening to our customer's needs, understanding how they use our technology and how to provide the best support are critical elements in making sure we deliver the right products and services.

In the past, VMware Engineering and Product Management teams systematically gathered customer feedback to drive product decisions. We regularly conducted customer interviews and focus groups, interacted with customers at industry events, and even hosted usability sessions. This methodical focus on our customer resulted in some of the industry's game changing innovations such as VMware vSphere® vMotion®, SPBM (Storage Policy-Based Management), and Virtual Volumes™ (VVols).

However, given VMware's product adoption has grown to more than 500,000 customers, spanning the business landscape from the Fortune 500 to IT departments that run entirely on a staff of one or two administrators, we've realized that the way we used to learn about how customers use our products and services doesn't scale. In addition, we know our customers deserve the best advice, recommendations and enhanced support available to run our software optimally, but it's difficult to know the best solution in each unique situation…until now!

VMware is very excited to announce the Customer Experience Improvement Program or CEIP with two levels of participation in order to deliver maximum value to the customer experience.

The "Standard" level of participation is the rebranded name for the original CEIP use cases and policies, such as product improvements and product deployment recommendations; The new "Enhanced Support" level of participation enables expanded collection and use cases to also deliver enhanced technical support.

The VMware Customer Experience Improvement Program (CEIP)

The Customer Experience Improvement Program is a VMware-wide initiative that aims to enhance the customer experience of VMware products by using analytics to understand how our customers use our products. The CEIP program is similar to the broader industry initiative towards using product usage analytics to enhance the customer experience. This program helps VMware understand how our customers deploy our products, use features and help us to deliver data driven features and services to better support our customers in addition to aiding in the prioritizing of our engineering resources.

The Customer Experience Improvement Program has been rolled out to many VMware products and is being embedded into a variety of VMware services for technical support and professional services delivery. All solutions within the CEIP will have the capability to send product usage data such as configuration, feature usage and performance data through the "Standard" level of participation which enables product improvements and product deployment recommendations. With the "Enhanced Support" level of participation, additional product log information may also be sent in order to also deliver an enhanced support experience to our customers.

As this program is being rolled out across VMware products and services, our customers can start using the products as they normally do, knowing that their usage data is helping VMware product teams make much more informed product decisions as well as direct customer benefits that improve product deployments and support.

For more information about the CEIP program, please visit the
Trust and Assurance Center.

Data Collected by the CEIP program

As part of the CEIP, VMware regularly collects technical information about your organization's use of VMware products and services in association with your organization's VMware license key(s). This information does not personally identify any individual. Depending on the nature of the VMware product or service, the technical information collected consists of all or any of the following data:

• **Configuration Data** – Data about how you have configured VMware products and services and information related to your IT environment. Examples of Configuration Data include: version information for VMware products, product environment information, product configuration settings, and technical data relating to the devices accessing those products and services.

• **Feature Usage Data** – Data about how you use VMware product features and services. Examples of Feature Usage Data include: details about which product features your organization uses and metrics of user interface activity.

• **Performance Data** – Data about the performance of VMware products and services. Examples of Performance Data include metrics of the performance and scale of VMware products and services, response times for User Interfaces, and details about your API calls.

Data Collected by the CEIP "Enhanced Support" participation:

As part of the "Enhanced Support" CEIP, VMware regularly collects technical information about your organization's use of VMware products and services in association with your organization's VMware license key(s) and depending on the nature of the VMware product or service, the technical information collected consists of the same information noted above for the "Standard" CEIP; In addition, Product Logs may also be collected. The additional scope of technical data that may be collected includes:

• **Product Log Data** – Product Logs that are generated by VMware products during the active deployment of the product. Typically, logs record system events and state during product operations. These logs do not contain customer workload content.

VMware will not share CEIP data with third parties. The data is specifically available only for internal VMware usage.

Under the "Standard" CEIP participation, the information collected will be used to improve our products and services, identify and fix problems and advise you on how best to deploy and use our products. For example, this information may also enable a proactive discussion with your VMware account team to improve your VMware product deployment.

Under the "Enhanced Support" CEIP participation, the information collected may also be used to provide recommendations and advice on resolving technical support related incidents including proactive assistance where eligible. This information may be delivered directly to the customer, or indirectly through VMware Support services.

Going forward, VMware will continue improving the CEIP program to provide additional benefits directly to the customer.

VMware customers will always have the choice to participate in the CEIP programs individually. Entering into participation in CEIP or removing participation in CEIP through any one or more products or services, does not automatically alter participation activities through other VMware products or services. The option to participate is specific to the individual product and/or service.

At any time, if you want to change your participation in CEIP for a product or service, please follow the instructions set forth in the product and/or service's documentation here.

CEIP Security and Governance Process

The Customer Experience Improvement Program was established, implemented and is maintained under a strict governance process from VMware leadership. The Product Analytics Governance Board, comprised of members from Legal, Engineering, Product, Security, Sales and IT defines the program guidelines, and regularly monitor execution to help ensure compliance with these guidelines.

Every VMware product or service participating in VMware's CEIP is reviewed to ensure compliance with the CEIP data governance guidelines and validation of the technical implementation behind it.

CEIP data will be transferred to VMware over an encrypted channel and will be stored in secure VMware facilities, protected by internal policies and controls and will be available for analysis. Once received, CEIP data will be analyzed and the information collected will be used to improve our products and services, fix problems and advise you on how best to deploy and use our products and provide enhanced support.

VMware takes security very seriously and multiple measures such as physical security, access control and multi-tiered security technology are used to protect this data. The following section provides more details about VMware's CEIP.

Data Security Policy on the customer Data center

• Data is stored at customer site only for the purpose of transition (or transfer) to VMware

Data Protection during transmission to VMware

• Data is transmitted to VMware on a regular basis as required by the product or service selected

• Data is transmitted securely on the wire to VMware (with HTTPS protocol)

• Data is transmitted to secure VMware backend, operated by VMware

Access to data by VMware employees

• Data is accessible to VMware employees on a need to know basis

• Data can be shared across VMWare teams to enable cross-product correlation and analysis

Access to data by partners or third parties

• Data is not shared with partners or third parties.

Data Retention

• Data is retained only as long as needed for the specific uses and in any event, no longer than is necessary for these purposes.

Methods of Collecting Product Usage Data

The Customer Experience Improvement Program covers multiple methods of technical data collection through a variety of products and/or services. The software vehicle(s) that facilitate the collection of data fall under two categories. The first, is **"In-Product"** collection, which describes the method of telemetry data capture and transmission as a feature of VMware's products. This collection method includes both the "Standard" and "Enhanced Support" levels of participation depending on availability within each product. The other collection method is the **"Standalone Collector"**, which describes a software deliverable that is made available specifically for the purposes of data collection and transmission to enable capabilities for services offered by VMware. This program requires "Enhanced Support" level participation.

Additional details about both collection methods are available below.

In-Product

The "In-Product" CEIP feature(s) are available for voluntary participation and can be enabled during the installation of one or more of VMware's products. In-Product data collection is specific to the individual product only and as such, the scope of information collected is limited to the product usage information contained within that product alone. Enabling or disabling participation within an individual product will not influence the participation in the CEIP features found in other VMware products and are managed independently.

Examples of "In-Product" CEIP feature(s) would be found in VMware vSphere®, vSAN™, vRealize® Operations™, NSX®, etc.

Standalone Collector

The "Standalone Collector" (e.g. Skyline Collector) CEIP feature(s) are part of a voluntary participation program delivered as part of VMware Support Service. It can be enabled through the installation of a dedicated collector software agent by the customer. Unlike In-Product data collection, the Skyline Collector program provides customers with the ability to manage data collection across multiple VMware products simultaneously in order to provide comprehensive coverage across the customer's product portfolio. Enabling or disabling data collection within the Skyline Collector program will not influence the data collection settings for In-Product collection, which is managed independently.

FAQ

Q. Do I have a choice to participate or not to participate in CEIP?

A. Participation in CEIP is optional and you can opt out of the program at any time. Detailed information about data consent will be available with the product documentation here.

Q. Who owns and manages CEIP data?

A. Since this data is product specific usage data from VMware software, and used primarily for product improvement, the data becomes the sole property of VMware.

Q. Will I be able to have access to the data in the future?

A. Going forward, VMware will continue improving CEIP. In addition to driving product improvements, VMware will leverage CEIPto provide additional benefits directly to the customer. Some examples of this are product recommendations to improve the operations and health of your VMware deployment, automated advice on how to identify and resolve support related incidents and recommendations for design best practices.

Conclusion

With the latest updates to the Customer Experience Improvement Program (CEIP), VMware product teams will be able to leverage data and analytics to direct engineering and product management resources to the areas that matter the most to our customers. Our customers will be able to see the difference in future releases of our products in terms of better usability, product quality and innovation as well as specific recommendations to improve the operations and health of your VMWare product deployment. Participation in the CEIP will also enable opportunities for improved support experiences through the "Enhanced Support" level of participation. Participation in CEIP is optional and customers can choose to opt-out of any program at any time. VMware has established a combination of technology and process mechanisms to ensure that customers and their data are protected across the entire lifecycle of usage. Going forward VMware will continue to leverage and enhance the CEIP to provide additional benefits directly to the customer.

For more information about the CEIP, please visit the Trust and Assurance Center.

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