

# Meeting European data residency requirements

We understand that security and privacy are of the highest priority, which is why we provide critical in-country data storage for customers residing in the European Union.

Cloud computing—and the location of data—has become a top priority for the European Union in recent years. While various data protection directives support digital transformation initiatives overall, they also pose data storage challenges for both companies purchasing cloud-based services as well third-party cloud service providers. Especially as more stringent mandates are drafted each year.

## What is data residency?

Data residency refers to where an organization—government body or business—specifies that their data be stored in a geographical location of their choice, usually for regulatory or policy reasons.


It's also important to note that content created in the EU and stored in a EU data center is governed by the General Data Protection Regulation (GDPR).

Given that the EU has some of the most stringent privacy laws, data residency may be a requirement if you are considering cloud-based applications and infrastructure. That's why you need to be confident your data is protected by choosing a technology partner who understands that security and privacy are of the highest priority.



## Top considerations for companies adopting digital transformation technologies

- Data residency
- Privacy
- Data security
- Data breach remediation and contingency plans
- Data retention requirements
- Compliance with data privacy laws
- Sensitivity of data—e.g. healthcare-specific or personally identifiable information (PII), credit card information, and more



## Upland prides itself on its ability to adhere to rigorous global privacy and security requirements to ensure the growth of its customers.

Upland, a leader in cloud-based digital transformation products, and AccuRoute CloudFAX, its cloud-based fax solution, have a long history of supporting regulatory requirements, data security, and data residency in the countries in which we operate.

AccuRoute CloudFAX currently operates out of our AWS-based data center in the European Union to provide critical in-country data storage for customers in the European Union. We have also partnered with EU-based carriers to provide both a point-of-presence and phone lines.

Our approach to data security is fundamental and is the basis for providing a superior enterprise-grade cloud experience. Providing customers with innovative, secure solutions is inherent in our corporate culture and acts as a key differentiator in our products.

Upland is committed to the confidentiality, integrity, and availability of our European customers' critical data. We know how vital these components are for business operations, especially as customers look to accelerate their digital transformation efforts with our cloud-based fax solution.



## Ready to get things done?

Let us show you what AccuRoute can do.

[Request a Demo](#)

**Upland AccuRoute** helps organizations accelerate business processes by allowing users to easily capture, process, deliver, and fax content from any device using a single, unified platform. AccuRoute automates data capture and extraction using optical character recognition (OCR) to securely process through workflows to applications, people, or storage.

