

PointDrive

Data Privacy and Security



SALES NAVIGATOR

This document describes the data privacy and security policies that apply when using PointDrive in Sales Navigator.

Overview

PointDrive is the content sharing functionality in Sales Navigator that allows sales professionals to package and share relevant sales documents with their buyers throughout the customer lifecycle. Sales Navigator users can attach multiple files, website links, and images to a PointDrive presentation, customize the messaging, and send to buyers via web links in email and InMail messages. Once a PointDrive presentation has been accessed, Sales Navigator users can track viewer engagement in order to better gauge intent and follow up more effectively.

Data Privacy FAQ

Control of Content Distribution

What controls are in place to manage who can send content using PointDrive?

Sales Navigator users can upload files from their devices as well as online file storage services. Users can also input links to websites, embedded video, and map locations. Sales Navigator Admins can control content using the tools provided by supported online platforms. No controls exist beyond those integrations in PointDrive at this time.

Control of Viewer Access

What controls are in place to manage who can access content on a PointDrive presentation?

Individual users can send PointDrive presentation links to the recipients of their choosing. A PointDrive presentation link can only be shared by the presentation creator. Individual users can also control access to their content via the security options available on PointDrive. These security options can be set on a per-presentation basis. These options include password protection, download prevention, and automatic access expiration. Finally, users can delete a presentation at any time, which prevents any viewers from accessing it.

Monitoring and Auditing User Activity

What visibility do we have to know how our employees and users are using the tool?

PointDrive provides detailed activity tracking that shows how recipients interact with content through our Insights feature. For those that have Sales Navigator Enterprise, we report on some user activity in PointDrive, including how many presentations a user has created and how many total viewers that user has historically. We do not report on when users create presentations, what content they're including, whom they send the presentations to, or when they modify or delete existing content.

Platform Security Policies

What security protocols/measures does LinkedIn use to protect customer data and where is the data being stored?

LinkedIn employs access control policies and LinkedIn holds itself to high standards of integrity in handling intellectual property and confidential information. Our collection and use of member data and customer related data is governed by LinkedIn's privacy policy: <https://www.linkedin.com/legal/privacy-policy> and the particular LinkedIn Subscription Agreement in place between LinkedIn and each of our customers.

Data is also secured on production databases with limited and audited access, encrypted at rest, ensuring your private data is never used for except for permitted purposes.

Security FAQ

Access

PointDrive is available to Sales Navigator Team and Enterprise subscribers only. All PointDrive users are LinkedIn members and Sales Navigator customers; therefore, they are required to abide by all policies outlined in the [LinkedIn User Agreement](#).

Presentations can be viewed by anyone that accesses a PointDrive presentation link. This includes LinkedIn members and non-LinkedIn members. Non-LinkedIn members are asked to identify themselves with a name and optional email address prior to viewing a presentation.

Is PointDrive available without Sales Navigator?

No. PointDrive is a feature inside of Sales Navigator and requires the appropriate Sales Navigator license/seat for access.

Can I prohibit some users from accessing PointDrive (or only give it to some people)?

Not at this time. PointDrive is available to all users on contracts that have enabled the feature.

Can Admin-Only users access PointDrive?

Admin-only users are granted access to PointDrive to define branding, set up categories, and access usage reporting for the team. We encourage them to also create sample presentations to also serve as templates for their team.

What happens when an employee leaves and is no longer part of our Sales Navigator contract?

All user PointDrive presentations and insights are associated with the unique Sales Navigator 'seat' and are only accessible by the user while they exist on the contract. If a seat is disabled, the presentations are only accessible by team members on the contract for the sake of collaboration. External viewers will no longer be able to view presentations.

What if a user has multiple Sales Navigator contracts?

If a user has multiple Sales Navigator contracts, he or she will be viewed as having multiple PointDrive users. PointDrive data will not be shared across the multiple contracts.

Can I disable PointDrive for our contract?

You are able to turn off PointDrive for your contract in the Admin Settings panel. This will disable access to PointDrive for all users on the contract as well as disable access to any presentation viewers.

Certifications and Compliance Standards

Does PointDrive have [HIPAA, FINRA or other industry-specific] compliance?

No, the PointDrive product is designed for a broad range of sales-oriented communications and does not seek to replace tools specifically designed to meet the needs of some highly-sensitive B2B or B2C communications. If there are regulatory requirements specific to your industry, please send inquiries to lssupport@linkedin.com.

Has PointDrive undergone security auditing and penetration testing?

As a LinkedIn product, PointDrive undergoes the same auditing and penetration testing as other products that exist within LinkedIn's product suite. PointDrive features are continuously reviewed for defense against security threats.

User Controls

Can I password-protect a presentation?

PointDrive allows users to require every viewer (including team members) to enter a password before accessing the presentation. The password is set on the presentation, so each viewer will have to enter the password each time they access the presentation. Passwords can be added, changed, or removed at any time by the presentation owner. Though PointDrive does not enforce a password strength policy, it is recommended that users practice discretion in setting and sharing passwords to their presentations. The default behavior is that passwords are disabled.

Can I prevent viewers from downloading assets from a presentation?

Users may prevent any viewer (including team members) from downloading files uploaded to their PointDrive presentations. This feature can be turned on or off for any presentation at any time. The default behavior is that file downloads are enabled.

Can I set the PointDrive links to expire?

Users can set automatic expiration dates on any PointDrive presentation on a per presentation basis. Once a link expires, no other viewer, including team members, may access that presentation. The default behavior is that a link never expires.

Admin Controls

Can I control branding for users on my PointDrive contract?

Sales Navigator Admins can preset branding options for their contract, including logo, available cover images and background colors. Administrators can also prevent their users from modifying/changing presentation logos and uploading their own background images.

Content Security

Where does LinkedIn store the content that users upload to PointDrive?

- *Documents* - Files and documents uploaded to PointDrive are stored with the Simple Storage Service (S3) framework, hosted on Amazon Web Services (AWS). For documents imported from DropBox or Box, PointDrive stores a copy of the document in S3.
- *Website Links* - The URLs are stored in AWS. In addition, PointDrive will generate screenshots of any website entered as an asset when available. Those screenshots are also stored on S3.
- *Videos (embedded from YouTube and Vimeo)* - PointDrive stores the URLs for the provided videos. In addition, PointDrive stores video length, title, and the thumbnail. **Please note that PointDrive does not circumvent security options set by video providers. If a password is set on a Youtube video, the video will not be shown in PointDrive.*
- *Google Map Locations* - PointDrive stores the address information returned from the Google Maps API, including street, state/province, and country.

How is uploaded content secured?

Access to uploaded content is controlled via the PointDrive API. It is only delivered to individuals with valid presentation access. The content links are supplied using expiring security tokens and the content is delivered encrypted in transit.

Can I force users to only upload approved content?

PointDrive does not currently support any controls that restrict the content that can be uploaded into a PointDrive presentation.

Viewing Presentations

Are PointDrive links searchable on the internet?

Only if a Sales Navigator user has posted a PointDrive presentation link publicly on the internet. PointDrive presentation links can only be shared by the presentation creator. LinkedIn prevents scraping and crawling of the PointDrive application, and PointDrive presentation links, by public search engines.

Can I prevent viewers from forwarding a PointDrive presentation?

No, not at this time. PointDrive links can be shared in a variety of ways, including email messages. Although users cannot prevent their viewers from forwarding on an email message to another party, PointDrive will indicate the identity of any new viewer, so users can decide the best course of action. Users can always set new security controls (including password protect) to restrict their viewer audience.

Can I prevent a single viewer from accessing a PointDrive presentation?

No, not at this time. Each PointDrive presentation has a unique link that grants access to any viewer. While access cannot be removed on a per-viewer basis, users may add a password, set automatic expiration, and prohibit downloads on a presentation at any time.

Are viewer identities shown to blocked users?

PointDrive adheres to LinkedIn's member's first policies and specifically supports the member blocking rules as defined in the LinkedIn member blocking policy ([here](#)). PointDrive does not, however, prevent a recipient from knowing who the sender/owner of a presentation is.