Omega Security

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Overview

Omega gathers lead and activity information from your Marketo instance. We aggregate and analyze this data to offer insight on the performance and effectiveness of your marketing programs. The primary information we use concerns your customer and lead database and activities. We make every effort to ensure that all data is handled securely. Industry standard security best practices are followed when storing client information on our servers.

How we access your Marketo Lead Database

Omega uses both the REST and the SOAP Marketo API to access the data in your instance. You must share Marketo API keys with Omega so that it can authenticate to your Marketo instance. A Marketo admin can can control/revoke Omega's API access by generating new REST API Keys or SOAP Encryption keys in the Marketo UI. In addition, for REST, you can revoke Omega access with Marketo API user and role settings.

Omega only performs API calls to read data from your instance; we do not write or update any Marketo lead data, configuration or program settings.

Marketo Lead Data

Omega only stores a limited set of Lead fields: Marketo ID, create date, update date, email address, lead source, and company name, as well as email invalid, marketing and unsubscribed flags. Email addresses are considered PII, so we never store a lead's actual email address. They are hashed with a one-way secure hash (SHA-1) and the hash is stored and used to determine uniqueness for reporting.

The Omega application user interface only shows information in aggregate form (i.e. counts of user activity over time period). No PII is accessible at all through the Omega UI, as none is stored on our servers.

Omega user authentication

Omega uses a username and password to authenticate you. All passwords are salted and one-way hashed with multiple iterations. HTTPS (TLS) is required for all access to Omega application.

Where data is stored

The Omega application and database are hosted on Amazon AWS. The physical and software security environment to which Amazon AWS conforms is described on their website.