



G-Cloud 15 Twilio Segment Service Definition

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1. Introduction

This document provides service definitions for Twilio Segment services included in the G-Cloud 15 framework catalogue.

a. How to use the Ciptex Service Definition Document

To make it easier for customers to review our listings on the Digital Marketplace, Ciptex has grouped the descriptions from its listed services into a single Service Definition Document that describes the features of each of our services.

2. Ciptex Security Assurance

At the heart of our offering is our commitment to provide safe, secure and resilient services to our clients. Our solutions include components from different third-party providers, so specific details may vary depending on the services you procure. In parallel with our individual service listings, we have summarised our commitment to security with this section of the service document.

a. ISO 27001 Certification

Ciptex holds ISO 27001 certification, an internationally recognised framework for information security management. This certification demonstrates our implementation of a structured methodology for safeguarding both organisational and client data through regular risk evaluation processes. Maintaining this accreditation requires us to evidence continuous, methodical practices for addressing information security threats that could impact the confidentiality, integrity, or availability of data assets under our stewardship.

b. GDPR and processing of Personal Data

Ciptex offers a GDPR-compliant Data Processing Addendum (DPA). More information can be found at the following links:

- Ciptex DPA - <https://www.ciptex.com/legal/data-processing-agreement>
- To find out more about our sub-processors, please refer to <https://www.ciptex.com/legal/sub-processors>

3. Twilio Segment CDP (Customer Data Platform)

a. Service overview

Twilio Segment is a cloud-based customer data platform (CDP) that enables public-sector organisations to collect, manage, and route customer and service-user data across digital services in a consistent and governed manner. The service provides tools to standardise data from multiple sources, create unified profiles, and securely share data with authorised systems to support service delivery, analytics, and digital engagement. Delivered as a scalable cloud service, Twilio Segment supports improved data quality, reduced system integration complexity, and compliance with data protection and governance requirements.

b. Service features

- Collection of customer and service-user data from web, mobile, and server-side sources
- Data standardisation and validation using defined event schemas
- Creation of unified customer or service-user profiles
- Secure routing of data to authorised downstream systems
- Support for real-time and batch data processing
- Integration with analytics, communications, and service platforms
- Role-based access control and permissions management
- Audit logging and monitoring to support governance
- API-based integration with existing public-sector systems

c. Service benefits

- Improves data consistency across digital services
- Reduces the complexity and cost of point-to-point integrations
- Enables more informed and timely service delivery
- Supports data governance and oversight requirements
- Scales to support increasing volumes of digital interactions

d. Pricing overview

Please see the Twilio Segment - Customer Data Platform G-Cloud 15 Pricing Document accompanying this service in the Digital Marketplace.

e. Service constraints

Information on service features and constraints is available online here:

- **Service documentation:** <https://www.twilio.com/docs/segment>

f. Technical requirements

Please refer to <https://www.twilio.com/docs/segment> and the following links for comprehensive technical documentation regarding this service.