



PRODUCT BROCHURE

# Universal Consent

PrivacyOps Framework and  
Automation





GDPR, CCPA, ePrivacy and other global privacy regulations require businesses to capture freely-given, specific, informed and unambiguous consent from the data subject when processing their personal data for marketing activities.

Businesses must also be able to demonstrate compliance with an audit trail that shows users who provided consent, purpose for consent and time of consent.

# Challenges

There are several challenges associated with capturing consent & ensuring consent is synchronized across all systems.

**Siloed databases**

**Lack of Visibility**

**Resource intensive**



**Siloed databases:** Often consent is stored in several siloed databases which aren't synchronized make it challenging to properly honor consumer preferences. This can lead to frustrated customers, gaps in compliance, and damage to your brand.



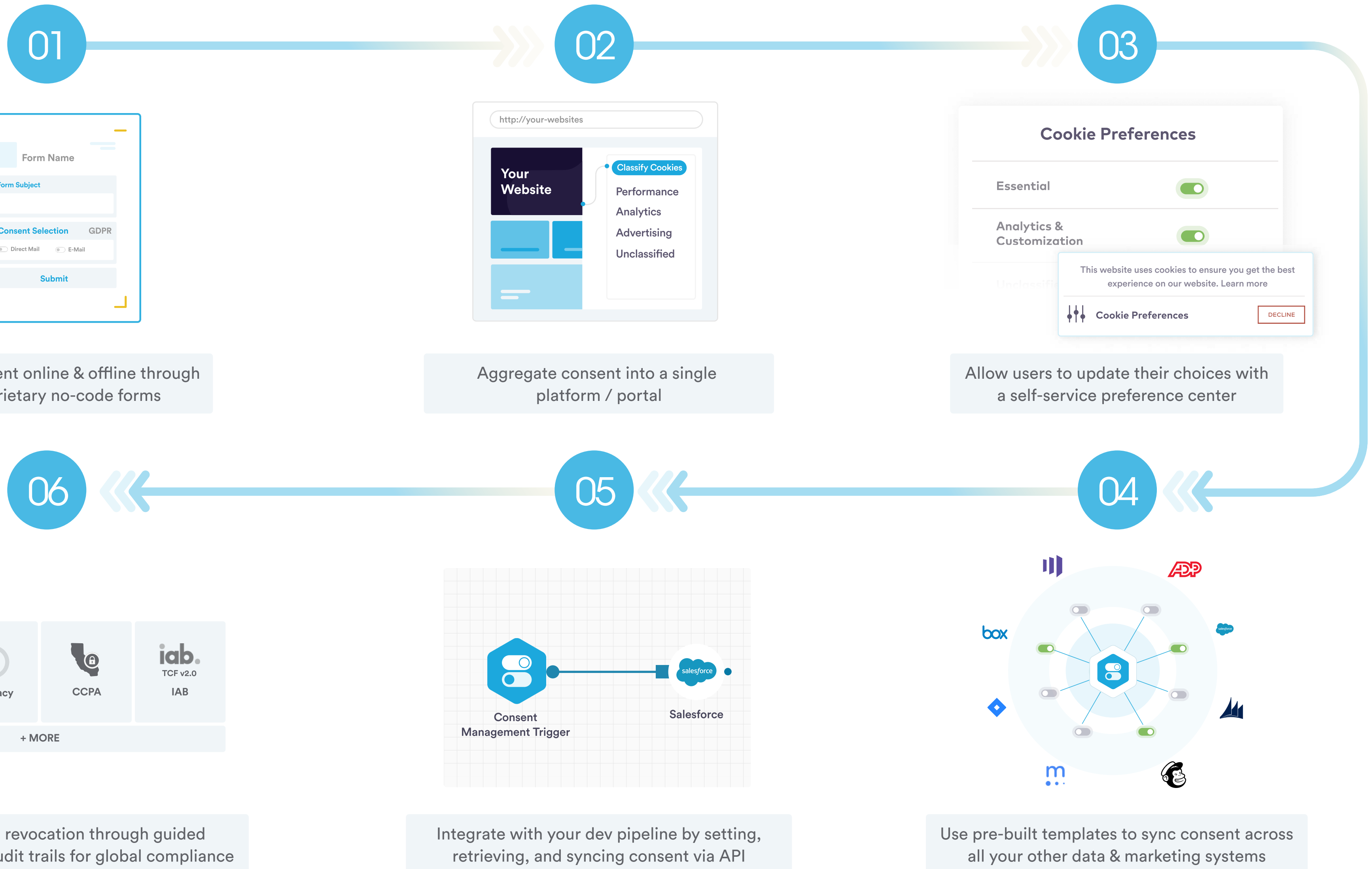
**Lack of Visibility:** Privacy teams have limited visibility into consent activity across the organization. There is no centralized dashboard or place to monitor consent compliance across business units and countries.



**Resource intensive:** Without automation, marketing, engineering, and legal teams have to build solutions to collect consent into a consolidated source-of-truth database, develop integrations to sync consents across systems, and capture a comprehensive compliance audit trail.

# Solution

Securiti provides a comprehensive solution that automatically updates consent across an organization's systems using no code forms and workflows. It involves the following steps:



# Benefits

01

Centralized  
source-of-truth

Universal consent captures and stores consent across your organization and acts as your consolidated consent database.

02

Reduce  
Costs

Universal Consent drastically reduces the operational effort and costs to capture and sync consent, in addition to building a consumer preference center.

03

Ensure  
Compliance

Universal consent captures “free, specific and informed, and unambiguous consent” from individuals, reducing “human error” through automated workflows.

04

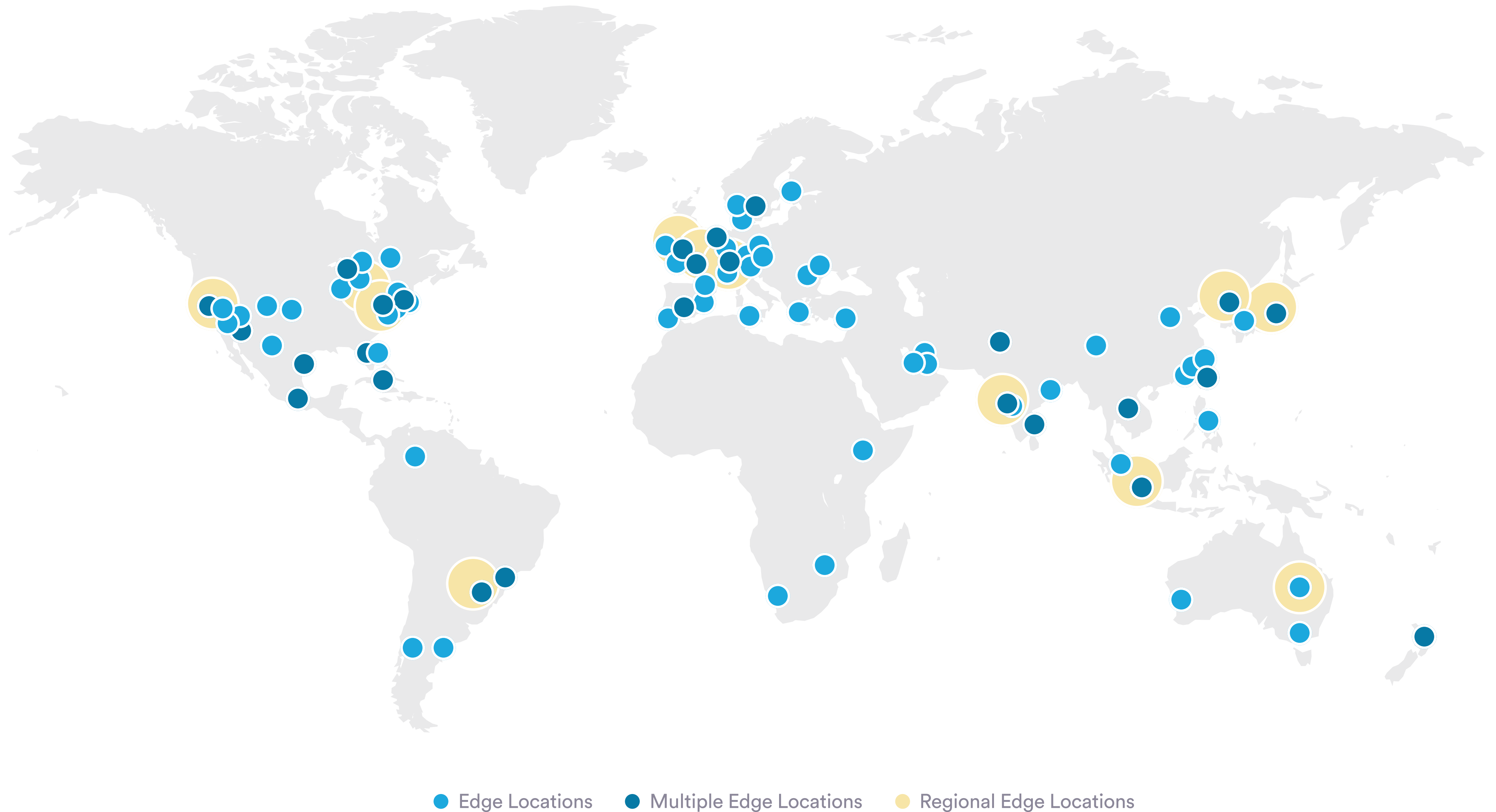
High  
Performance

Securiti supports a global web footprint. The solution is a highly optimized front-end for low-latency page performance for global traffic.



# High Performance Caching

Fast delivery around the world



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