



THE EVOLUTION OF CONSENT

Going beyond the cookie banner
to improve customer experience

INTRO



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DATA: FROM NEW 'OIL' TO POSSIBLE LIABILITY

2017

The world's most valuable resource is no longer oil, but data

2022

Our privacy laws are stuck in the last century. They need updating now



7 out of 10 consumers are comfortable with personalization, as long as brands are using their own data and not purchased data.

Source: The State of Personalization 2021

THE MARKETER'S PERSONALISATION DILEMMA

Consumers expect:

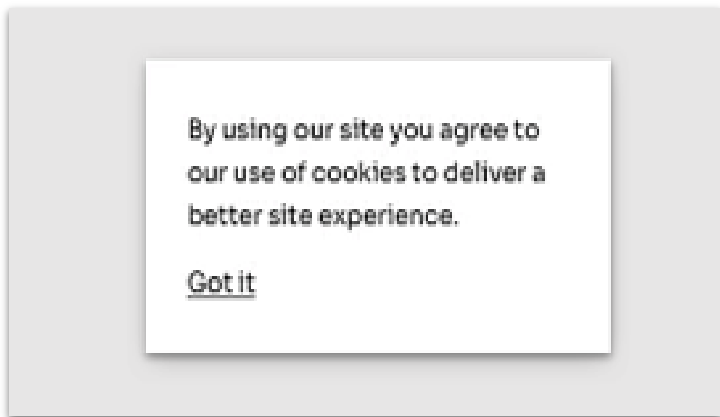
- ✓ Relevant experiences
- ✓ Brands to protect them



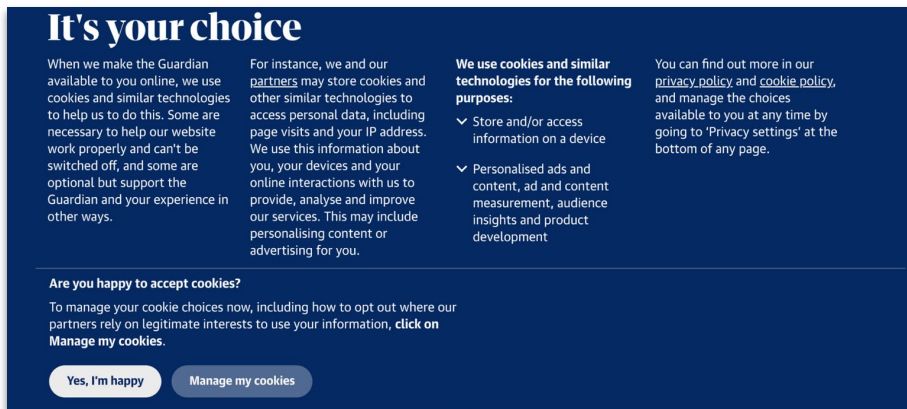
Marketers must:

- Properly articulate the **value exchange** of sharing their data
- ...or face the “opt-out”

USING CMPs TO ESTABLISH VALUE EXCHANGE



- ✗ Unclear value exchange
- ✗ No transparency or choice
- ✗ Generic message



- ✓ Clear value exchange
- ✓ Transparency & choice
- ✓ On-brand design & voice

TRANSPARENCY & CONSENT VIA IAB's TCF

Your privacy

California residents have certain rights with regard to the sale of personal information to third parties. Guardian News and Media and our partners use information collected through cookies or in other forms to improve experience on our site and pages, analyze how it is used and show personalized advertising.

At any point, you can opt out of the sale of all of your personal information by pressing

[Do not sell my personal information](#)

You can find out more in our [privacy policy](#) and [cookie policy](#), and manage your choices by going to 'California resident – Do Not Sell' at the bottom of any page.

Frameworks like the IAB's TCF make deploying a performant solution easy, with standardized language, templates, and signals for third-parties.

Your Privacy Options

Find out more about how your data is used and set your preferences below. You can see the partners we work with in the Site Vendors tab. Expand each one to see how they use your data on the basis of your consent or their legitimate interest, which you can object to. To learn more, see our [Privacy and Cookies Notice](#).

PURPOSES FEATURES **SITE VENDORS**

User Consent

Legitimate Interest

Q Search Site Vendors...

Other Site Vendors

ADman Interactive SLU



Appier PTE Ltd



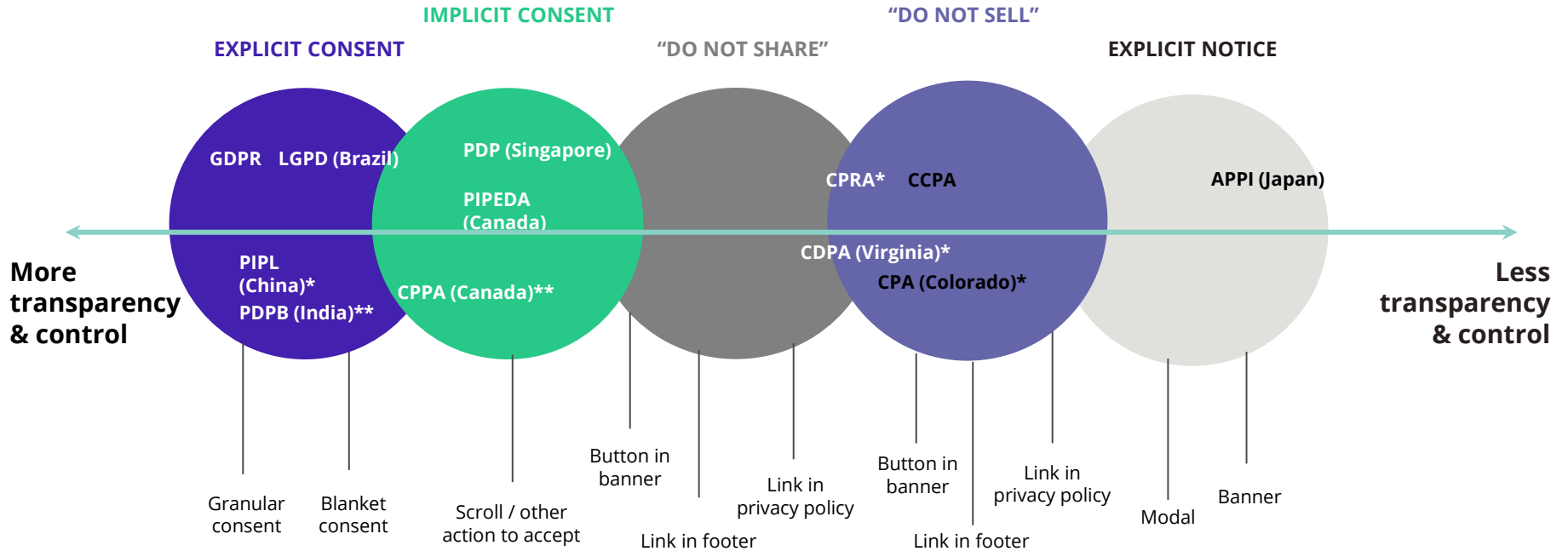
Avocet Systems Limited



Cancel

Save & Exit

CMPs COVER THE SPECTRUM OF GLOBAL DIGITAL LAWS

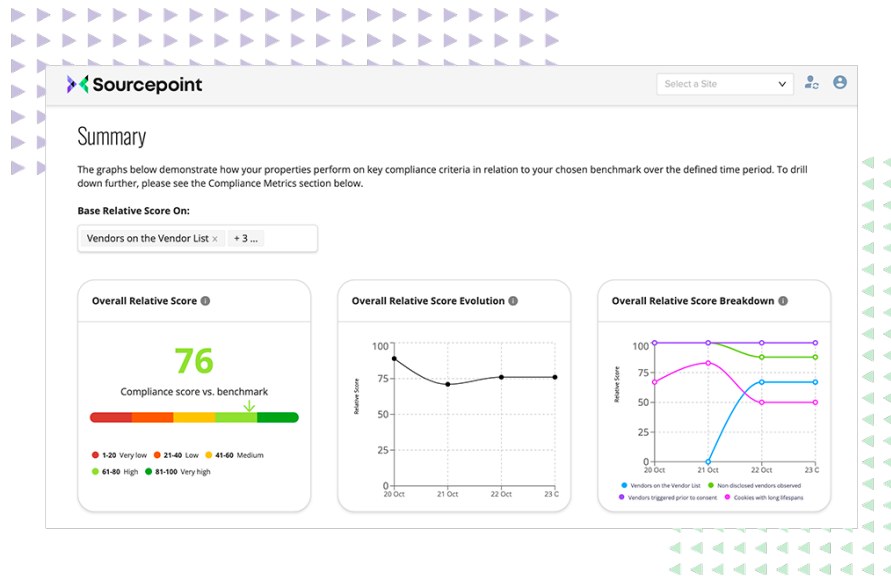


Sourcepoint

CONSENT MANAGEMENT STARTS WITH AN AUDIT

Before you can manage consent properly, you need to identify who is collecting data on your sites and apps.

Compliance monitoring solutions, often offered alongside CMPs, can help automate this process.



CMP SELECTION CHECKLIST

- Support for industry frameworks (IAB TCF, US Privacy, GPP, etc.)
- Customizable messaging design and copy to meet your brand guidelines
- A/B testing to optimize consent (opt-in) rates
- Reporting that accounts for bounce rates



Thank You