



Consent as a Service

Create optimized consent experiences while complying with global privacy laws

Modern digital marketers have a tough job. GDPR, CCPA, and a growing number of other global privacy regulations have made it increasingly complex to use revenue-generating tools, tactics, and platforms in an effort to protect consumers. At the same time, data breaches and misuse have reduced customer trust. To be successful in this new environment, companies must move beyond pure compliance and consider the consent experience they are delivering. Does your consent experience simply check a compliance box? Or are you leveraging the opportunity to build trust with your audience – a key factor in customer lifetime value?

What Crownpeak Offers

Our Consent as a Service offering is a set of APIs that enable companies to request and track consent on any platform/application with full control over how the experience is designed. Our consent APIs are the most flexible and granular way to gather consent, built securely and with enterprise-grade scale.

Key Benefits

Manage Consent on Any Device/Platform/Application

Stay compliant on every device or platform where you're processing personal data. Our Consent APIs allow you to track and record consent anywhere – including web, mobile, email, forms, IOT devices, and more.

Create Optimized Consent Experiences

Consent as a Service provides complete design flexibility. You have full control over the look and feel, how the experience is delivered, and how it's integrated into your overall customer experience.



Same Great Benefits as Universal Consent Platform

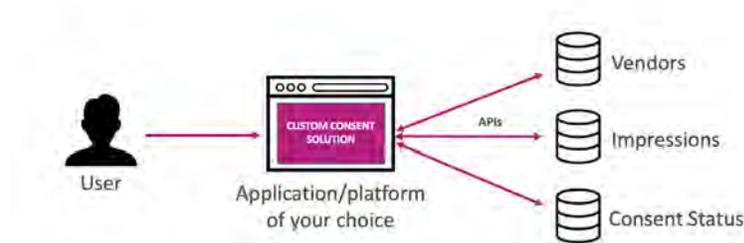
Crownpeak's Universal Consent Platform is the first unified consent solution to help brands comply with the consent requirement of the GDPR, CCPA, and other privacy laws with pre-built banners, setup wizard, and WYSIWYG controls.

Consent as a Service is an extension of our Universal Consent Platform, opening up APIs that enable enhanced customization. Just like our Universal Consent Platform, Consent as a Service enables you to:

- ✓ Comply with the consent requirement of the GDPR, CCPA, and other global privacy laws
- ✓ Customize your notices based on language or region
- ✓ Set up granular consent by vendor or category
- ✓ Access necessary reporting to meet GDPR requirements

How Does it Work?

Our Consent APIs track and record consent actions such as accept, decline, or granular vendors or cookies choices. You can access the data for reporting and audit trails through our UI.



Design Partnerships

If your tech team doesn't have the development bandwidth required, we have several partners available with design and development services to help you turn your vision into reality.

To learn more about how Consent as a Service can help you optimize consent experiences and comply with privacy laws, [request a demo!](#)

About Crownpeak

Crownpeak provides the leading, enterprise-grade, cloud-first Digital Experience Management (DXM) platform. The Crownpeak DXM platform empowers Fortune 2000 companies to quickly and easily create, deploy, and optimize customer experiences across global digital touchpoints at scale. Besides featuring content management, personalization, search, and delivery, it is the only digital experience platform that includes built-in Digital Quality Management (DQM) to ensure brand integrity, best practices, and web accessibility compliance. In 2017, Crownpeak acquired Evidon, the leading provider of simple technical solutions to complex Digital Governance, Risk & Compliance (GRC) challenges. These solutions, including the Universal Consent Platform and TagControl, are designed to help companies comply with the General Data Protection Regulation (GDPR), the California Consumer Privacy Act (CCPA), and other privacy regulations.