

TAGCONTROL

Implement Informed Data-Access Decisions in a Single-Click, Without Disrupting Your Martech Stack

Like most digital marketers, you invest a substantial amount of your time, energy, and budget into your martech stack to maximize the value of your websites. Whether your goals are to drive traffic to your sites, improve conversion rates, or simply serve more relevant advertising, you rely on third-party technology to help you be successful. But each new tag added to your site can introduce a number of risks to the safety, performance, and speed of your website. Add in data privacy concerns, particularly since laws like GDPR have gone into effect, and you're left with several risks surrounding your digital marketing efforts.

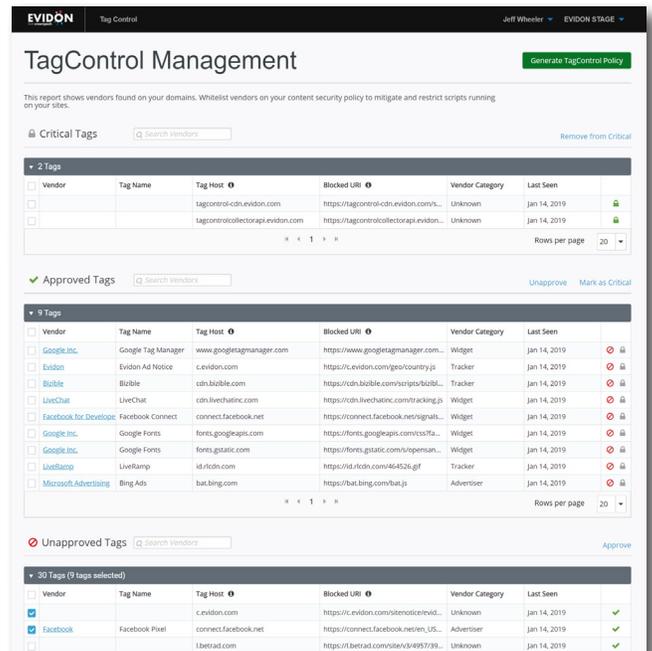
How do you keep your legal and security team happy while still driving traffic and conversions on your site? How can you provide engaging, personalized content while ensuring that your customers' personal data is safeguarded? How can you make sure that the next tracking pixel you add to your site is not going to introduce malware to your site visitors?

TagControl is the only browser-based solution that is built to address the security and privacy concerns of your online marketing stack. Leveraging the latest security tools available in modern browsers, TagControl helps you avoid data leakage and data privacy violations, and keeps your site running safely and securely.

TagControl acts as a barrier that unobtrusively sits between site visitors and third-party applications or domains. It notifies the site owner of changes in who is trying to access customer data as they happen, provides in-depth information about new requesters, and lets you whitelist vendors and tags. This ensures that only approved partners are collecting and processing your customer data.

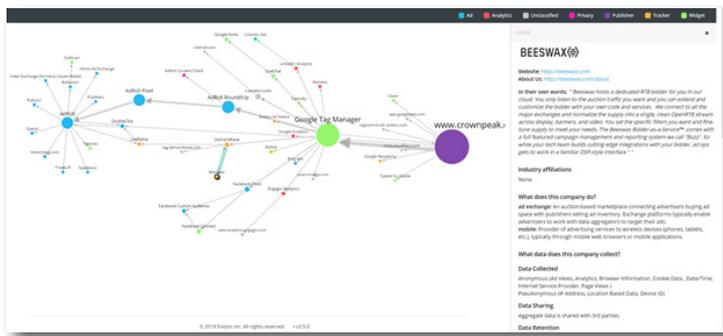
Go Beyond Tag Management:

Where traditional tag managers fall short is in their inability to prevent or stop tags from introducing new third-party vendors onto your websites (piggybacking). While common, this act reduces the transparency and control that you have into your marketing stack and increases the risk of security, performance, and data privacy concerns. TagControl functions at the individual tag level and lets you control access regardless of how the vendor was introduced.



Patented & Industry Leading:

TagControl is backed by Crownpeak's extensive data privacy experience and powered by patented technologies. Built on top of the industry's largest technology vendor database, TagControl not only gives you control over the vendors on your site but provides the information you need to decide whether or not to remove their tags. This includes information on what type of data the vendor collects, how they store that data, and whether they share the data with others.



Passive & Active Protection:

TagControl sets security rules within your visitors' browser in near-real time, extending beyond the reach and control of traditional tag managers. It can also be configured to be as strict or lenient as you need based on your organization's tolerance for risk, giving you the flexibility to meet your unique business objectives.

Other Benefits:

- Block and whitelist by third-party
- Limit tag redirects
- Report on technologies attempting to load
- Prevent data leakage and unauthorized personal data collection
- Optimize site performance and reduce time to resolution
- Assure regulatory compliance

Privacy Regulation Compliance:

With TagControl you can ensure that vendors who have not been properly vetted and disclosed in your privacy policy cannot fire on your site, minimizing the risk of non-compliance with data privacy laws like GDPR, ePD, and PIPEDA.