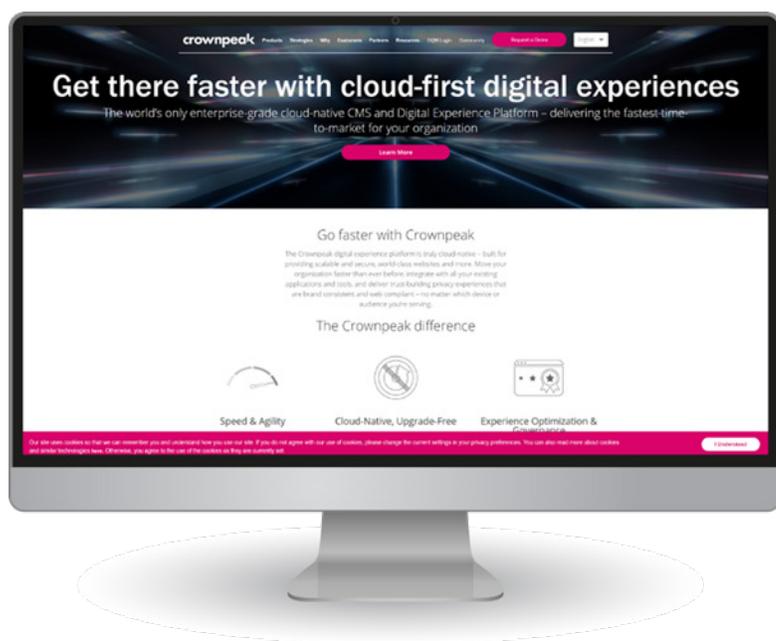# crownpeak

Universal Consent Platform

Earn customer trust and comply with global privacy laws

Crownpeak's Universal Consent Platform (UCP) gives your organization the tools it needs to create standout consent experiences. Build trust with your audience while remaining compliant with the consent requirement of privacy laws like the GDPR, CCPA, and other privacy regulations.

COMPLY	CUSTOMIZE	OPTIMIZE
Quickly and easily comply with consent management directives of global privacy laws: • Go live on day one with no code and low code implementation options • Leverage best practice presets built for specific privacy laws like CCPA and GDPR • Use templates to speed up notice creation and apply changes across your digital presence	Tailor notices to match your brand and improve consent rates by providing higher-quality privacy experiences: • Change the look and feel of your notices easily with WYIWYG controls and simple CSS • Personalize by language, location and more	Go beyond banners and barriers, take complete control of the privacy experience with UCP consent APIs: • Create unique and non-traditional ways to inform and gather consent • Decrease reliance on cookies and third parties, gather more valuable from first parties • Move past simple consent to user preference management

Build customer trust through excellent consent experiences

The consent experience is often the first touchpoint a customer has with your business. Crownpeak's Universal Consent Platform has been designed to help you deliver experiences that build trust with your audience, a key factor in customer lifetime value.

- Customizable look and feel
- In-depth vendor profiles
- Consent optimization Multi-country, multi-language support
- Vendor and category-level support
- Omnichannel support – Mobile, IOT, OTT, etc.
- APIs for enhanced customization

Mitigate your exposure to regulatory risk

Protect your organization from risk in the face of ever-tightening regulations around privacy and data collection.

- **Design Partnership Program:** Our solution is built on feedback from privacy thought leaders, with input from regulatory authorities, brands, and technology vendors.

- **Real-time Scanning:** Notices are updated with actual user data gathered in real time, so your notices are accurate and never out of date.

- **Unified Consent Solution:** One platform that enables compliance with the consent portion of the GDPR, ePrivacy Directive regulatory updates, PIPEDA, CCPA, and more.

- **Consent Type Options:** Create notices based on the type of consent you need to collect, including explicit consent, implied consent, opt-in, opt-out, or custom options based on your organization's legal guidance.

- **Notice Type Customization by Region:** Create and deploy different notices based on the corresponding privacy law in each region where you operate.

- **Data Subject Access Requests:** Allows users to request access to their personal data and exercise their right to erasure of data. The type of data request can be specified, and email alerts can be activated to ensure your organization is managing the request in the required timeframe.

- **Reporting and Dashboards:** Download reports of individual consent actions which can be used to meet GDPR requirements. View and filter consent dashboards to understand consent over time.

- **IAB Framework Compatible:** Comply with the IAB framework.

Interested in learning more?

To learn more about how Universal Consent Platform can help you optimize consent experiences and comply with privacy laws, **request a demo today**.

crownpeak