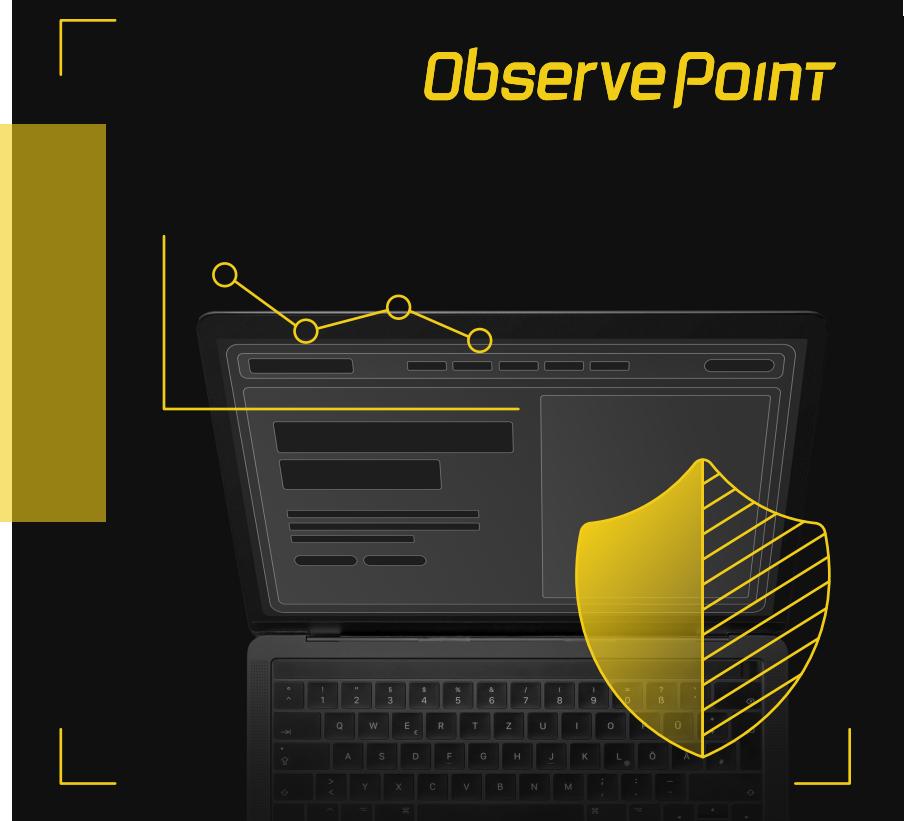


# The **HIGH CO\$T**

## of Leaving Website Privacy Off Your Budget

Got a Consent Management Platform? Does it talk to a Tag Management System? Does the TMS contain all the tags you have? Do you know where your cookies come from? Every single one of them?

Protect your business, preserve customer trust, and reduce future costs by including website privacy monitoring in next year's budget. The choice is simple: invest in privacy now or face far greater expenses in fines and reputational damage later.



### Why You Should Care

Organizations today face increasing pressure to maintain strict website compliance from multiple fronts:



#### Regulators

GDPR, CCPA/CPRA, ICO, etc.



#### Governments

at different levels, such as state and national



#### Lawsuits

targeting digital data practices



As regulations mature, enforcement becomes more routine and less forgiving. Yet, when we scanned the Fortune 1000 companies, we found these blind spots:

**47%**

had no detectable CMP

**71%**

still dropped 3rd-party cookies even after users opted out

**93%**

did not honor GPC signals for California visitors

# Is Your Organization Inspection Ready?

To defend your website during a compliance review, you must know:

- ✓ Whether **consent** and **opt-out signals** are honored
- ✓ What **technologies** are running
- ✓ What **data** they're collecting
- ✓ Whether your site behaves correctly across **regions**
- ✓ How to show your **intent** towards compliance with a privacy program that includes scanning or auditing

Without automated monitoring and validation, these questions are nearly impossible to answer with confidence, especially if you have a large or complicated digital presence that spans multiple brands, regions, and teams.

## ObservePoint Makes Compliance Achievable

ObservePoint provides continuous, automated monitoring that catches risks before regulators or attorneys do with a menu of features designed specifically to help enterprise-level websites stay compliant.

- ✓ Alerts for unauthorized geos or new trackers
- ✓ Delineation between 1st and 3rd-party cookies
- ✓ Patent-pending cookie details like no other scanner
- ✓ Visual maps that link trackers back to their initiating technology
- ✓ Journey through your site with a specific consent profile or opt-out state
- ✓ Automatic syncs with your OneTrust cookie categories
- ✓ Easy GPC signal on or off testing

## Why Leadership Should Invest in ObservePoint

- ✓ Have confidence in your CMP's functionality
- ✓ Customize alerts to prioritize what matters most for your business
- ✓ Confirm removals of deprecated or banned technologies
- ✓ Reduce exposure to regulatory and legal risk
- ✓ Avoid costly fines and privacy lawsuits
- ✓ Better ROI on existing tech stack
- ✓ Protect brand trust and customer confidence
- ✓ Replace manual reviews with scalable automation
- ✓ Demonstrate compliance intent should a regulator request