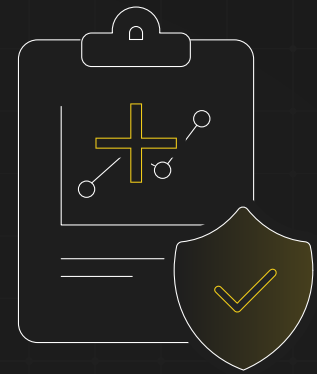


The CMP Health Check:

8 Questions to Test Your Current Platform



That expensive cookie banner you rely on may be creating risks instead of preventing them. Over 50% of companies who have a consent management platform (CMP) installed still have advertising trackers on their pages after visitors opt out.

Review each question below against your current setup to help expose blind spots before they become liabilities.		Yes	No
1.	Do third-party trackers fire before a user even determines consent?		
2.	When something fires that shouldn't, do I struggle to trace it back to the source quickly? (taking days or weeks instead of minutes)		
3.	Is my CMP's effectiveness currently unverified by a neutral third party?		
4.	Are there hardcoded tags on my website that aren't managed by the tag management system (TMS) and therefore invisible to the CMP?		
5.	Would I struggle to provide a history of compliance if regulators come knocking?		
6.	Do I have tags piggybacking off other tags and hitching a ride undetected?		
7.	Do I have trouble managing different consent rules for various geographic regions?		
8.	Am I unsure if my CMP is scanning every page, every template, and every subdomain?		

The bad news? If you answered yes to any of the above, you could be putting your organization at risk.

The good news? Regulatory fines, lawsuits and illegal data sharing can be avoided.

Here are some of the shocking statistics:

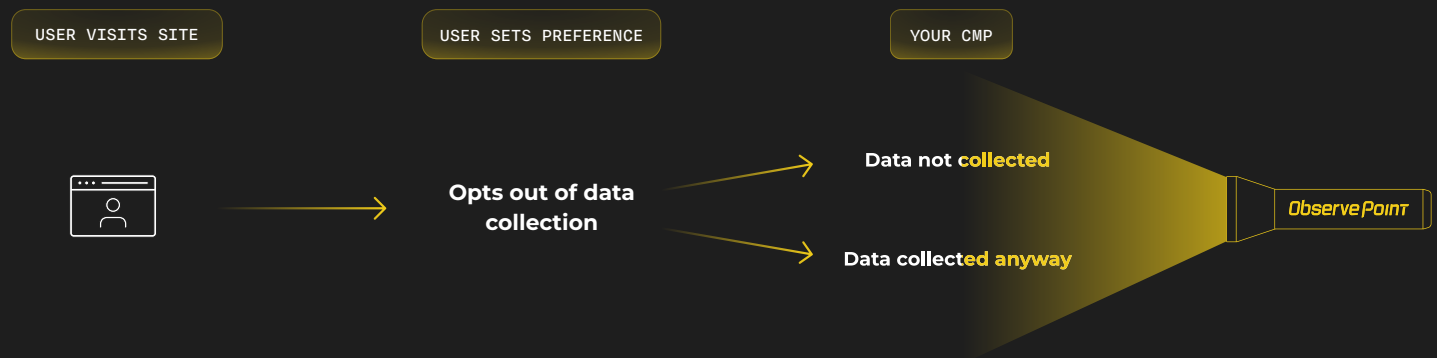
<p>€7.1+ billion GDPR penalties since 2018</p> <p>!!! That's a lot of money!</p>	<p>19 U.S. states have comprehensive data privacy laws in effect with more to come</p> <p>👁️ Take note, regulations keep increasing.</p>	<p>93.1% of Fortune 1000 companies are not honoring GPC for CA visitors</p> <p>👎 Signals are there for a reason.</p>	<p>71% of Fortune 1000 companies still set third-party cookies after explicit opt-out</p> <p>🤦 Yikes!</p>
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The best news? ObservePoint can help.

The Prescription for Privacy Validation

A consent management platform (CMP), homemade or off-the-shelf, isn't enough to keep your website compliant. A CMP can only deploy rules, not independently audit them.

Meet **ObservePoint**, a neutral third-party web governance platform that shows you how your CMP is actually behaving: the first step to a clean bill of health.



With ObservePoint, you can:

- ✓ Verify your CMP and consent experiences are functioning as expected for each region and consent category
- ✓ Test for precise location regulations with 32 out-of-the-box global geolocations, including global privacy control (GPC)
- ✓ Perform comprehensive, automated scans up to every hour with a patented collection and processing method
- ✓ Flag cookies entirely missed by your CMP or firing before consent and trace them back to their source
- ✓ Keep a full audit trail of every scan in case of demand letters or compliance inquiries
- ✓ Scan automatically for accessibility issues (WCAG) and help you identify processes for required manual checks
- ✓ Set up alerts for geolocations, new cookies showing up on your site, tagging technologies that don't meet your governance standards, tracking technologies firing after opt-out, and banner or privacy policy implementation issues
- ✓ Simulate user behaviors to get visibility into when cookies are being set and when they aren't

Let ObservePoint turn your CMP into an MVP.

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Tracing the Issue Back to the Source

The problem: A hotel and casino entertainment company deployed a new banner that included an explicit “Reject” button. However, tags were still firing after hitting the button, and their CMP didn't alert them of that.

The result: By performing a simulation in ObservePoint and repeating the user behavior, the company was able to find the issue and fix it.



Get a Complimentary
Privacy Health Check