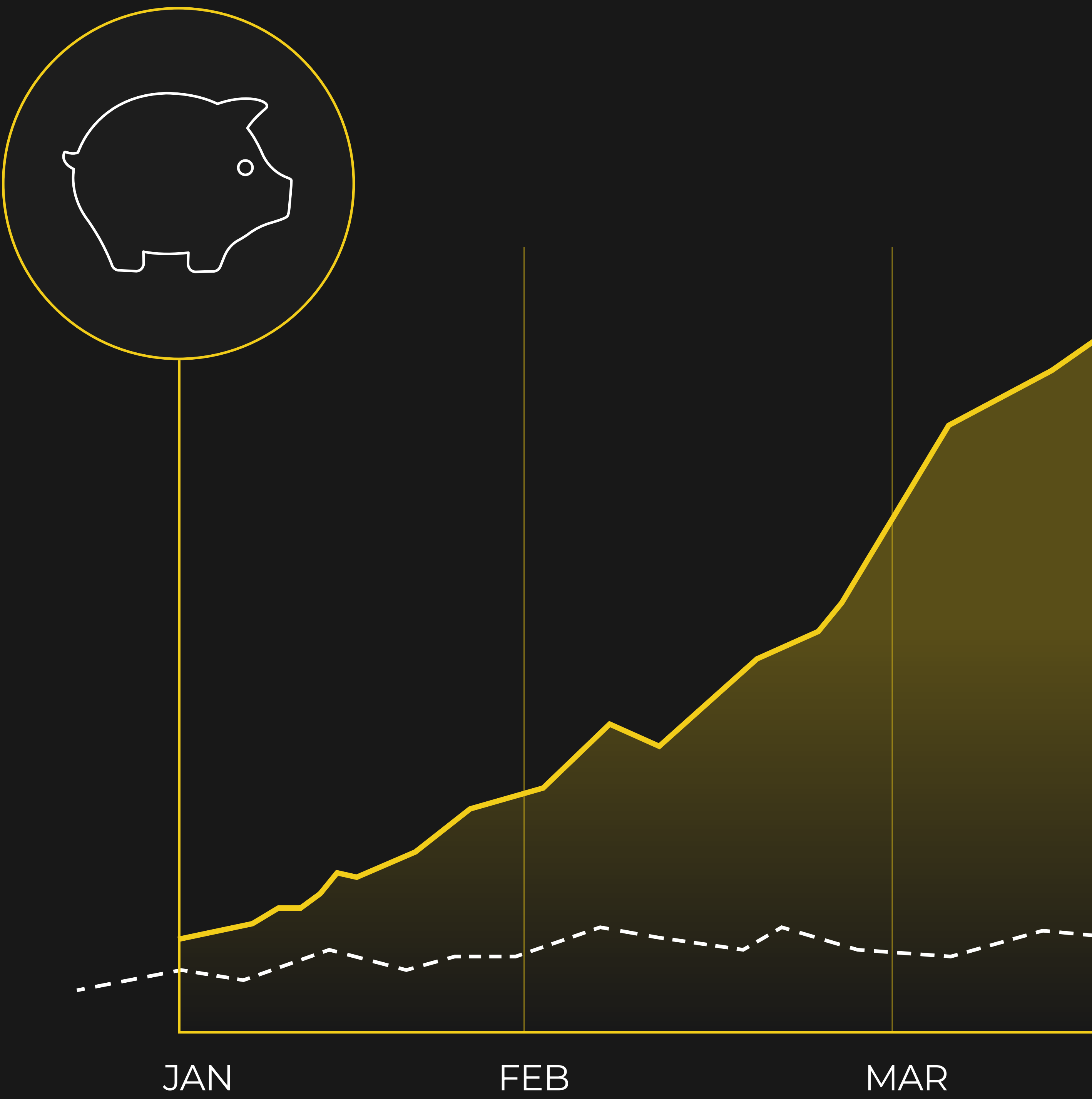


Why Privacy Compliance Can't Wait for the Next Budget Cycle



Privacy Isn't Easy

If you're responsible for privacy compliance on the company website, your job is difficult, and you're probably looking at a hot mess of tags and cookies. If something goes wrong, like a demand letter or a lawsuit, then you're in the hot seat: all eyes on you, unsure where to start, and on a time crunch to deliver proof.

Privacy Isn't Going Anywhere

Web privacy compliance is not a temporary problem. It's a real and pressing issue that "future you" will regret ignoring if not addressed now. And will be for the foreseeable future. The numbers speak for themselves. More than 90% of countries and 20+ states in the US have a data privacy law in effect. Here are a few more:

Countries with data privacy laws	179
Total count of GDPR fines since 2018	3,215
Cumulative amount of GDPR fines since 2018	€7.1B
Total CIPA lawsuits since 2022	5,500

Privacy is a smart investment . . .when done right.

What Should a Smart Privacy Investment Offer?

What to look for in a web privacy compliance tool:

- 1** **Visibility:** Monitoring, alerting, and reporting. Not being able to see what's happening on your website gets you caught with your pants down.
- 2** **Validation:** You already have a big tech stack, but you might be missing the one tool that can check all the others. Independently confirm that your analytics, tag manager, and consent management platform are behaving as they should, so you get the most returns from your existing tech.
- 3** **Processes:** With comprehensive visibility, you can build workflows to discover and address privacy issues:
 - ✓ Assign owners to tags and cookies so you know which team is responsible
 - ✓ Get alerted to new trackers, so you can accurately categorize and vet them.
 - ✓ Have historical data about cookies that can back you up when a regulator comes knocking.
- 4** **Regular Scanning:** Automated auditing and testing. Privacy is never one and done. You'll need to set audits to run on a regular basis to test your CMP and surface problems before someone else turns them into legal issues.

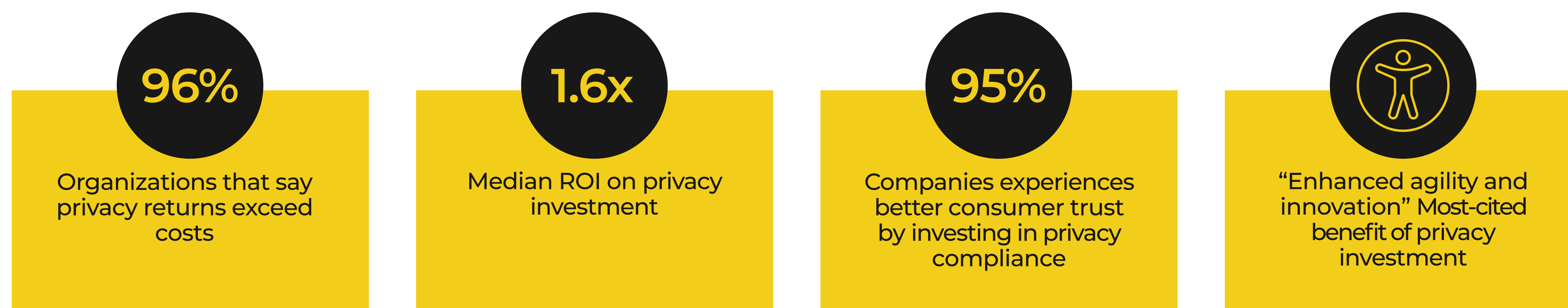
Choosing ObservePoint is the Smart Move

Invest in automated scanning technology like ObservePoint to avoid getting put on the spot. The platform does all the things above and then some. See how some of our customers have found privacy success after implementing ObservePoint:

- ✓ A pharma Fortune 100 company went from 17,000 unapproved cookies to 0
- ✓ Lenovo monitors privacy compliance across 180 markets, so teams can focus on innovation
- ✓ An agency partner built a privacy dashboard fueled by data from ObservePoint's API for a consumer brand with over 200 domains across 30 countries

[Read this blog article](#) to dive into the four reasons you should include privacy compliance in your budget or look at our [pricing page](#) to get an estimate.

Privacy Pays for Itself



From Cisco's 2026 Data and Privacy Benchmark Study