

What is Privacy Compliance?

Website privacy compliance refers to the management and protection of personal data that is collected, used, and shared by companies. You should have policies and technologies in place to:

- ▶ Notify visitors of your intentions with the data you collect
- ▶ Receive and manage visitors' privacy preferences
- ▶ Get your website to behave according to their preferences

Most companies use a **Consent Management Platform (CMP)** to do this like: OneTrust, Usercentrics, TrustArc, and Cookiebot.

Why Should You Care?

Regional privacy laws like GDPR, LGPD, and CCPA protect consumer data. And the number of those laws is ever-increasing across states and countries.

Not complying with them means your business risks huge fines:

Amazon	WhatsApp	Sephora
\$823.9M	\$248.5M	\$1.2M

Even more importantly, you damage your customers' trust in your **brand** and your **reputation**, which can affect your **bottom line** long term.

75%

Gartner forecasted that by the end of 2025, 75% of the world's population would have its personal data covered under modern privacy regulations.

Why Would You Need ObservePoint?

ObservePoint works with your existing tech so they perform at their best. Our privacy compliance tools were built to:

- ▶ Address the most common concerns with CMPs
- ▶ Protect your website from tags and cookies that are behaving outside of your guidelines

Website Issues to Resolve



Flawed Integration with TMS

The Problem

CMPs use your **Tag Management System (TMS)** as it's source of truth. The integration between the two can be flawed, causing user preferences to be ignored.

The Solution

Automated, periodic testing of your implementation with ObservePoint.



Hard-coded or Piggybacking Tags

The Problem

Tags operating outside your TMS could be violating privacy laws without you knowing. *Tags outside the TMS are found on almost all of our customer's sites.*

The Solution

ObservePoint's Tag Initiator feature shows you exactly what technologies are initiating what tags, so you can see tags your tech can't.



Contextual Cookie Information

The Problem

CMPs don't provide detailed information that allows you to find a cookie that is misbehaving. Tracking down a cookie is extremely difficult if you don't know where it originates and on what page it lives.

The Solution

ObservePoint's patent-pending Cookie Initiators feature is **the only** technology that allows you to easily locate any cookie to change or delete it.