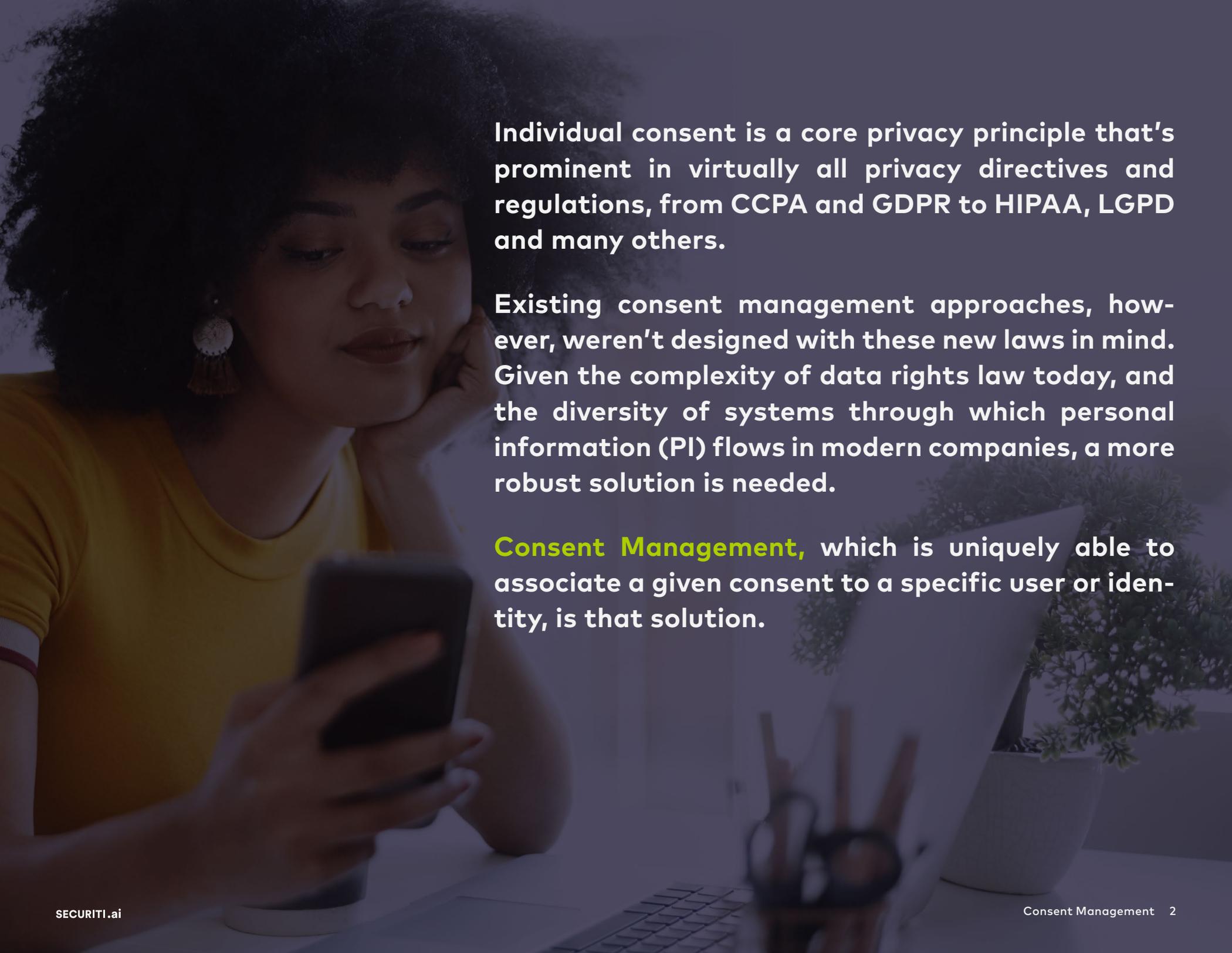




Establish Compliant Data Processing

SECURITI.ai Consent Management automates the consent lifecycle, enabling organizations to establish trust with individual customers in the processing of personal information. From initial consent capture to ongoing management and consent governance, Consent Management keeps organizations in compliance with privacy regulations, while delivering a secure, convenient online experience for customers

 **Consent Management**



Individual consent is a core privacy principle that's prominent in virtually all privacy directives and regulations, from CCPA and GDPR to HIPAA, LGPD and many others.

Existing consent management approaches, however, weren't designed with these new laws in mind. Given the complexity of data rights law today, and the diversity of systems through which personal information (PI) flows in modern companies, a more robust solution is needed.

Consent Management, which is uniquely able to associate a given consent to a specific user or identity, is that solution.

PRIVACI Consent Management is the AI-driven consent lifecycle solution within the PRIVACI platform.



Website Scanning & Collection

Track third-party code that runs on websites; collect consent across customizable endpoints based on branding, functionality and regulatory requirements.



Cookie Classification

Detect and classify cookies for accurate consent notification through multiple consent collection points including cookie consent banners, form consent management, mobile apps, and more.



Consent Tracking

Maintain comprehensive records of consent for auditing, reporting and enforcement through function calls to page logic and API connector-based integrations.



Transparency & Consent

Implement IAB framework to work with advertisers and their ad tech partners to deliver compliant advertising.



Visualization & Risk Management

AI-driven engine automatically links consent to customer identity and provides a single unified dashboard to inform risk management.



Customer Interface

Preference management interface allows users to review, modify and manage consent, which is then automatically reflected in the identity dashboard.



People Data Graphs

Consent data linking and mapping enrich People Data Graphs used in business process visualization for governance and DSR workflows.



Natural Language Interface

Automated digital assistant enables users to drill down and get insights about consent status and other issues—to the individual customer level.

Until GDPR changed the privacy landscape, consent management was primarily approached from the marketing standpoint, not the regulatory standpoint. **SECURITI.ai Consent Management** is designed for organizations that must meet today's stringent data privacy laws.

Streamlining The Consent Ecosystem

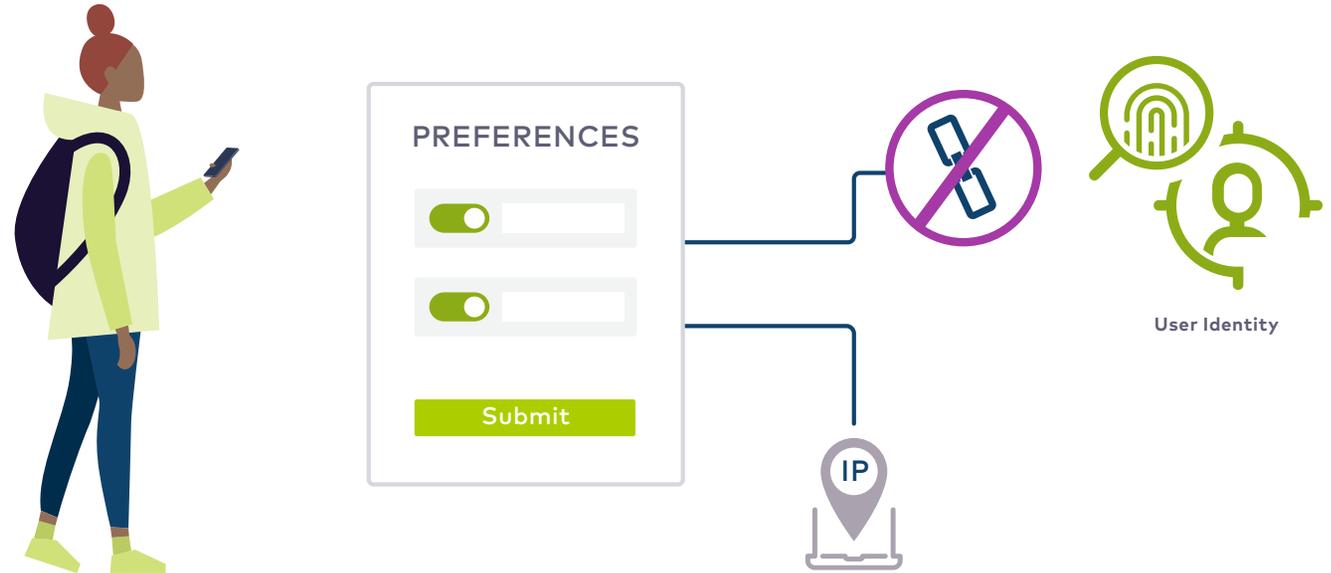
Consent management has historically been handled by a variety of specialty tools which have not been integrated into an overall privacy framework. This fragmented approach makes it challenging for companies to quickly and easily assess their overall privacy compliance posture and ensure it is aligned with consents they are gathering from their consumers.

Companies had no way to adopt a comprehensive capability that would enable building consent into the full range of online services. A major consequence was organizations couldn't visualize consent company-wide. With no single source of truth for consents, there was little to no insight into regulatory risks.

For individual customers, this patchwork of competing technologies and approaches made it difficult to opt out or opt in. Confusion and uncertainty were common.

Challenges to Overcome—Consent Silos & Poor Visibility

Organizations collect and leverage consent as a legal basis for processing data, primarily for marketing activities. In today's more regulated privacy environment, however, the old ways of managing consent pose serious compliance risks.



The lack of "a single source of consent truth" frustrated both customers and regulated organizations.

Interfacing with consumers from various channels such as digital, lead gen, social media and events leads to consents getting stored in different databases.

Different business units use their own customer-facing systems, while international divisions further fragment collection and storage problems.

Because consent for the same user is stored in disparate systems around the company, the privacy team can't be sure it is honoring consent preferences for customers.

Toward a Single Source of Consent Truth

CONSENT CHALLENGES

Clear Collection Notifications

Display unambiguous notification messages at every consent collection point.

Linking Consent to Identity

Once collected, consent must be linked to unique identities and personal data records within the environment.

Ongoing Tracking

Consent must be tracked through its lifecycle so that appropriate steps can be taken when the data subject withdraws consent.

CONSENT MANAGEMENT SOLUTIONS



Privacy Center

Creates, maintains, and publishes an organization's privacy mission statement; builds and publishes an external-facing privacy policy and a global or personalized cookie policy for every website managed by an organization.



Map & Correlate

Helps to collect, normalize and aggregate consent from multiple and varied sources; visualizes consent actions in dashboards, including cookie consent, form-based consent, bulk import of consent.



Track & Manage

Consent Management Portal makes it easy to a) accommodate consumer requests to opt-out or withdraw consent, b) integrate consent management into data maps and business process-flow diagrams.

MEASUREABLE BUSINESS VALUE



Reduce Costs

Automating manual consent management processes eliminates the expense associated with website scanning, cookie management, building and deploying collection points and preference centers.



Improve Compliance Posture

Optimizing consent operations around regulatory priorities improves compliance overall, builds trust with customers, boosts brand for responsible privacy practices.



Increase Organizational Awareness

Linking consent to identities provides an enterprise-wide view of consent based on identity and identity categories (customers, employees, vendors, etc.) that can inform better decision-making.

Meet Auti™

Your AI-Powered Bot



Auti is the game-changing virtual assistant bot at the heart of the PrivacyOps platform. With its natural-language interface, Auti enables privacy team members to drill down and get clear insight into complex consent issues.



Query

Auti, what consents do we have for Jill Anderson?

Auti

Jill A. has granted consent 37 times since 2018. Here's the dashboard view.

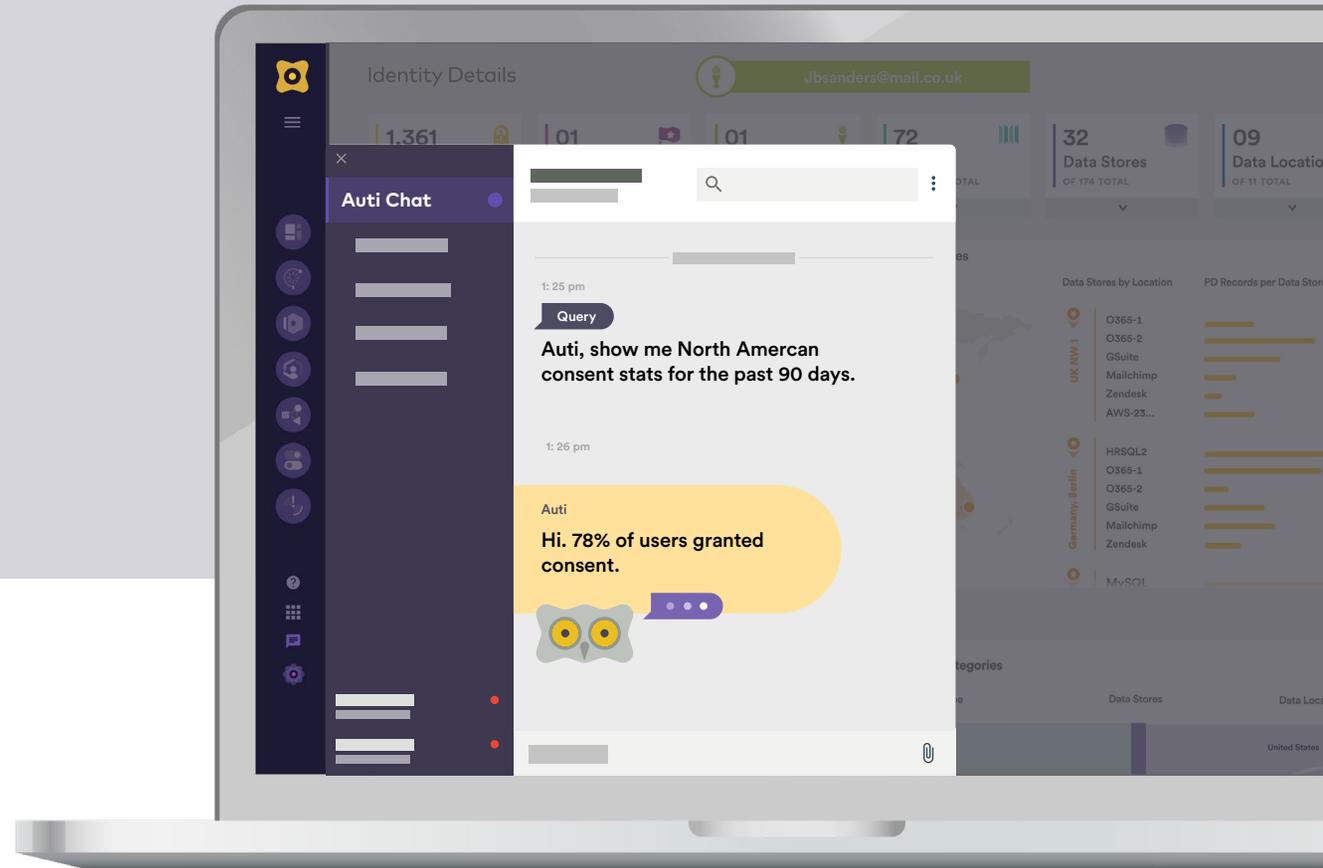


Conversational Natural-Language Interface

Easily get insights and answers to privacy compliance issues by conversing directly with Auti.

Provides fast updates on macro-level matters—for instance, status of in-progress privacy assessments or audits.

Also provides insights into granular details—for instance, whether PI for an individual customer occurs in PDF files stored outside of the U.S.



Consent Management

How It Works

SECURITI.ai Consent Management provides all the features you need to implement a fully-compliant consent lifecycle management capability based on regulatory priorities. It enables companies of all sizes to capture consent into a single source-of-truth database for business processes leveraging consent.

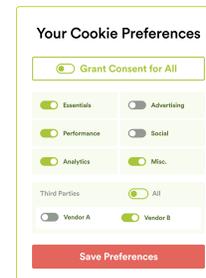
Scanning

Scan your websites to detect and classify cookies that are dropped; visualize and track third-party code that runs on your websites.



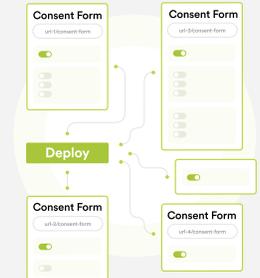
Collection

Build customized consent collection methods to gather and record consent from a variety of locations including websites, web-forms, SaaS applications and consent databases.



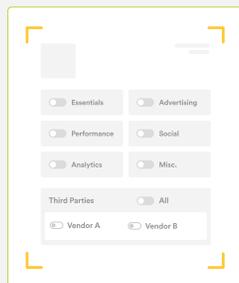
Deploy Collection Points

Rapidly deploy consent collection points with minimum code changes; utilize tag managers or DMP toolkits to deploy the lightweight plugin.



Customize End Points

Customize your collection endpoints based on functionality, branding and user interaction requirements; collection can be visual (interactive) or hidden based on the requirement.



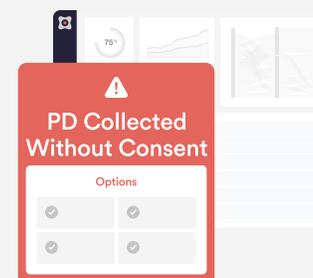
Link Consent to User Identities

Intelligently link consent to user identities and personal data categories collected from end points.



Alerts

Receive alerts when PD is collected without consent; alert users on PD that was collected and processed without consent; automatically trigger remediation workflows.



Visualization

Visualize consent at the user and organization level using intuitive, easy-to-use dashboards.





EXPERIENCE

Consent Management

See how SECURITI.ai automates and accelerates compliance through our Consent Management demo.

scan the QR code | email us at sales@securiti.ai



The Complete PrivacyOps Platform



People Data Grapher

AI that discovers personal data and identifies its owner.



DSR Robotic Automation

Expert bots help you fulfill people's data requests and keep proof of compliance.



Vendor Assessment

System of record, engagement, automation and insight for third-party privacy risks.



Consent Management

Establish legal basis for data processing through consent management.



Assessment Automation

Audit once and comply with multiple regulations.



Data Mapping Automation

Enable complete journey of data mapping automation and DSR fulfillment.

SECURITI.ai is the world's first PrivacyOps platform that helps organizations automate all major privacy compliance functions. Anchored on granular, real-time intelligence, SECURITI.ai is designed for today's regulations: CCPA, GDPR, LGPD and others. The platform's AI-powered bot, Auti, assists with orchestrating

and automating privacy compliance tasks in a secure collaborative workspace. Organizations adopting SECURITI.ai experience game-changing improvements in all aspects of their compliance operations, including drastic cost reductions, avoiding penalties or potential lawsuits, and building trust equity with customers.

Visit us online at securiti.ai to learn more about how our AI-powered PrivacyOps platform can help you address all of your privacy compliance requirements and priorities.



Innovators of AI-powered cybersecurity and data protection infrastructure.