

## Consent Management Platform built on the IAB Transparency & Consent Framework

Consent under the GDPR needs to be freely given, explicit, granular and as easy to withdraw as to give. The Privacy Manager, Faktor's Consent Management Platform (CMP) enables site owners to manage consent in a way that can comply to the GDPR and gives their visitors the ability to change their data preferences at any time. The consent status can be easily communicated to all vendors of a website owner as the CMP can do both, communicating with custom vendors, as well as reaching out to all the vendors participating in the IAB Transparency & Consent Framework.

### One place for people to accept cookies, change settings and find more privacy related information

Cookie wall example

And you should be able to **take control over your personal data**. Therefore we are providing you with new controls to manage your data, to give you a better internet experience. If you click Accept all below you consent to us and all the third-parties mentioned in our Privacy and Cookie Notice setting cookies and processing your personal data for the purposes of analytics and advertising.

*Why do you need my consent?*

Buttons: **Privacy Settings**, **Accept All**

Annotations:

- User can manage their privacy settings
- User can accept all cookies
- User learn more about consent & privacy

In case user opts to manage their settings

A new European Privacy law is now in place (more information here) to help you **take control over your personal data**. Therefore we are providing you with a new control center for your data, to give you a better internet experience.

Tabs: **WHY COOKIES?**, **PRIVACY SETTINGS**, **COOKIE POLICY**, **PRIVACY POLICY**

PURPOSES

- Information storage and access \* *Show details*  Active
- Personalisation \* *Show details*  Active
- Ad selection, delivery, reporting *Show details*  Active
- Content selection, delivery, reporting *Show details*  Active
- Measurement *Show details*  Active

\*Consent for this purpose is stored and processed in compliance with the IAB Transparency and Consent Framework.

VENDOR LIST

- Manage by Vendor >
- ID Settings >

Buttons: **Save & Exit**, **Accept All**

Annotations:

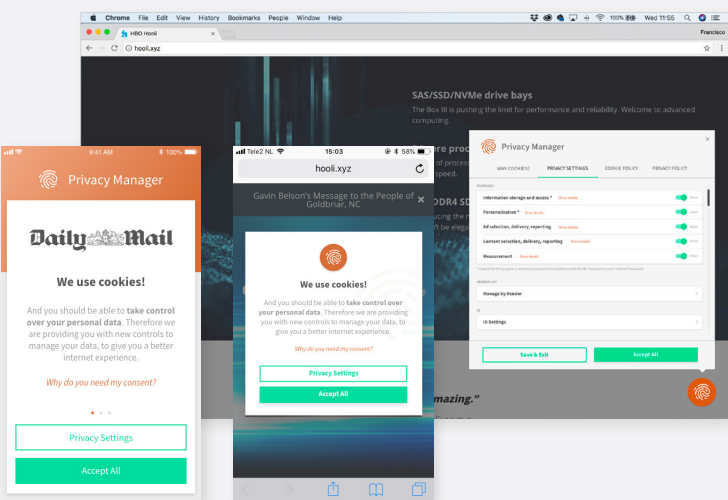
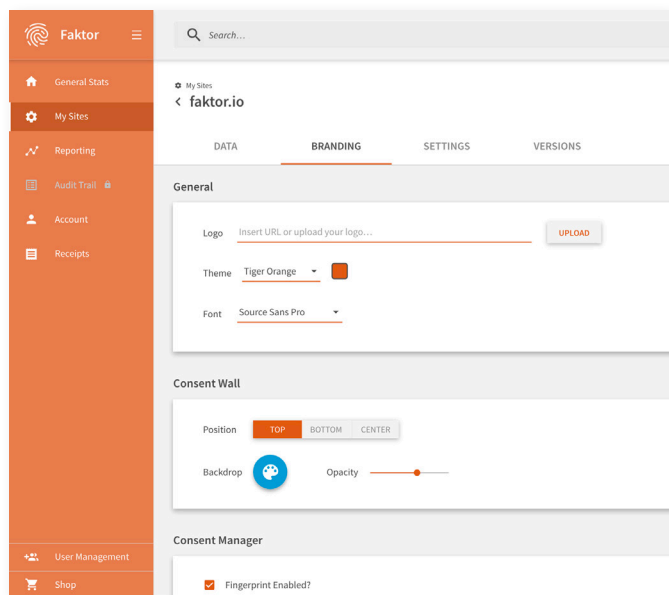
- User can activate consent by vendor level
- User can manage their ID settings
- User can activate consent by purpose level

### The Privacy Manager helps every site owner to

- **Ensure GDPR compliance** for marketing and advertising;
- **Empower their users** with the ability to change their privacy preferences at any time via the Faktor fingerprint;
- Ensure personalized ads are loaded after consent status has been communicated to all relevant vendors;
- **Show every website visitor their consent history through Faktor's audit trail;**
- **Get insights**, keep track and control over the CMP via the Faktor platform.



- Get more insights and fully customize the CMP in a few clicks with **Faktor's platform**
- One of the first independent CMP** built on the IAB Transparency & Consent Framework
- Fully customisable** in terms of text, logos and colours
- Pure player** - advertising consent is what we do
- Enterprise solutions** - Ability to integrate Faktor's CMP in existing frameworks
- Audit Trail** - Ensuring full transparency by storing every consent log



Customisable design on in-App, mobile & desktop

What's next



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Or, you know, online.

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