

COOKIE CONSENT IS GOLD:

Why the value of your data depends
on cookie consent

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SETTING THE SCENE

PEOPLE NO LONGER TRUST YOU WITH THEIR DATA



80%

of shoppers are more likely to buy from a company that offers **personalised experiences**¹

THE PRIVACY PARADOX

79%

of consumers **don't trust** organisations to do the right thing with their data²

¹ The power of me: The impact of personalisation on marketing performance, Epsilon

² Bridging the trust gap in personal data, the Boston Consulting Group



SETTING THE SCENE

A PRIVACY-FIRST WORLD IS EMERGING

GDPR

LGPD

CCPA

ePRIVACY DIRECTIVE

3RD PARTY COOKIE BLOCKING BY
BIG TECH COMPANIES



**38% of
practitioners do
NOT consider
themselves
prepared for a
cookieless
future.**

**2022 Digital Trends Report,
Adobe**

FAILURE TO COMPLY TO THE NEW REGULATIONS RESULTS IN HEAVY FINES

Belgium: Belgian DPA imposes €250,000 fine on IAB Europe for TCF violations of GDPR

February 2022

Spanish Data Protection Authority (AEPD) imposes fine of 6.000.000 EUR on CAIXABANK, S.A.,

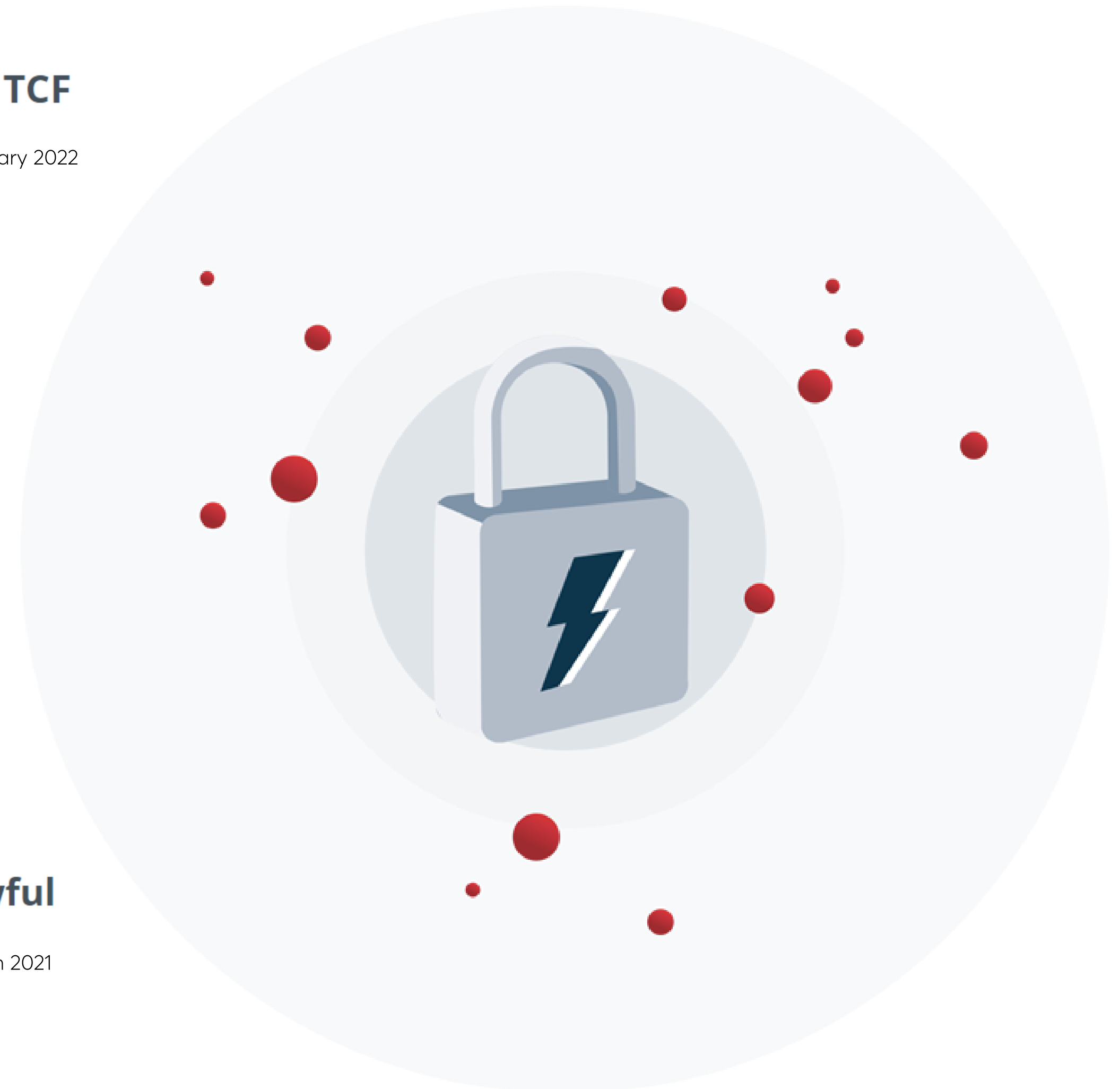
February 2021

Google and Facebook Hit With Fines for Making It Difficult to Reject Cookies

January 2022

Spain: AEPD upholds appeal by Twitter for €30,000 fine for unlawful cookie banner, ending sanctioning procedure

March 2021

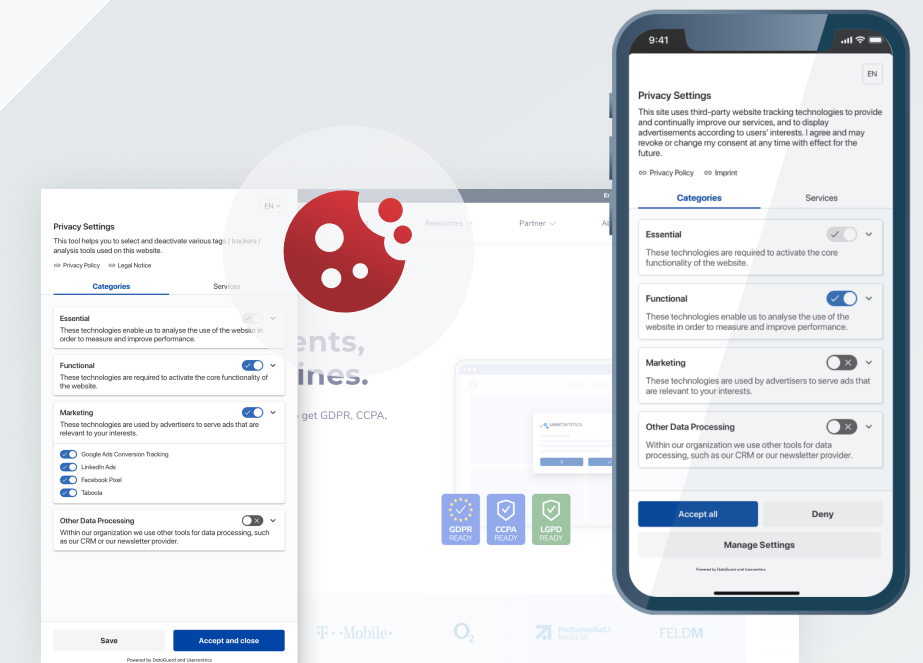


THE IMPORTANCE OF CONSENT & COMPLIANCE TO YOUR BUSINESS

WHY CONSENT MATTERS TO YOUR BUSINESS



STAY COMPLIANT
ENSURE USABILITY OF DATA
AVOID FINANCIAL DAMAGE
BUILD TRUST
TRANSPARENCY
FALLING OPT-IN RATES



With a consent management system and transparent practices
you can increase opt-in rates and collect valuable data.

GDPR PRINCIPLES FOR COLLECTING VALID CONSENT



- + Consent must be given **freely**
- + The user should be **informed** about the scope of processing before giving consent
- + The purpose of the data collection must be **granular**, general consent is not valid
- + Consent must be given **explicitly** e.g. through a click or activity
- + Consent needs to be given **prior** to technologies loading
- + **Opt-out** must be as easy as giving consent
- + Consent must be **documented** by the website operator

TECHNOLOGIES THAT SUBSTITUTE THIRD-PARTY COOKIES

COHORT-BASED ADVERTISING

CONTEXTUAL TARGETING

IDENTITY-BASED TRACKING

FIRST-PARTY SOLUTIONS



CONSENT IS THE NEW GOLD:

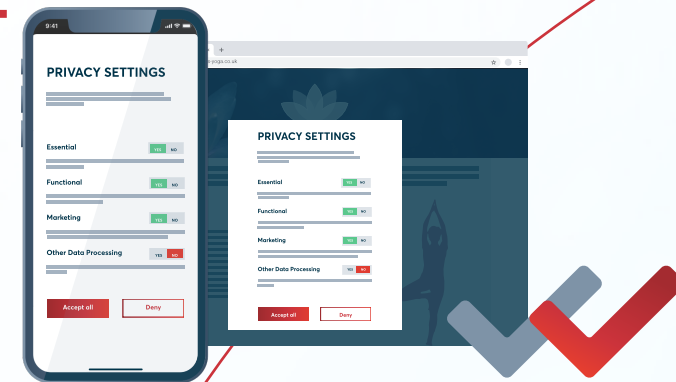
TRACKING TECHNOLOGIES & TARGETING PROCESS PERSONAL DATA
& A LEGAL BASIS IS REQUIRED

SUCCEED IN A COOKIELESS ERA

ARE YOU SET UP
FOR SUCCESS?

WHERE ARE YOU
NOW?

COOKIE
MANAGEMENT
PLATFORM



COLLECT CONSENT

ALTERNATIVE
TRACKING
TECHNOLOGY

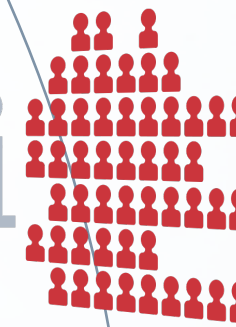


FIRST & ZERO-
PARTY DATA



PRIVACY POLICY

COLLECT
"CLEANER" DATA



COOKIE AUDIT





BLOG SERIES: THIRD-PARTY COOKIES

dataguard.co.uk/blog/third-party-cookies



STAY COMPLIANT & SUCCEED IN A COOKIELESS ERA

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