

Service Description

DataGuard Consent and Preference Management

DataGuard Consent Preference Management is a scalable software-based solution that enables Customers to manage consent and preferences at a granular level, promoting data subject trust and compliance with data protection regulations. Specific terms of use for DataGuard Consent and Preference Management apply.

If certain functions are included in the ordered service package, the following descriptions apply:

Capture Templates

A simple way to bundle together the key elements of permission transactions and preference submissions.

Admin Users

Those employees, agents and contractors of the Customer who are authorised by the Customer and the Supplier to administer and use the Service.

Define+

A flexible solution to easily manage and maintain the consent and preference framework.

Collect+

Contains digital components that enable the collection of customer consents and preferences. This enables management directly by the data subject or by the client's staff within their own systems (many modern CRM systems can handle appropriate custom code). The components offer design flexibility and the ability to incorporate processing to manage the user experience.

Personalise+

Improve the customer experience and reduce operating costs by enabling self-service. You'll receive a hosted preference center with the ability to specify a logo, and brand colours for some elements of the page.

Comply+

All transactions are recorded in an immutable privacy-compliant audit trail to record why you are authorised to process data subjects' personal data. This data can be exported to a human-readable PDF format to support requests for access to personal data.

Insight+

Includes standard dashboards to assess the number of records held and marketable status across the consent framework. Campaign performance is also available for transactions tagged with a campaign code.

Sync+

Use webhooks or batch updates to ensure that consent and preference data is up to date in the client's systems. Through webhooks, when records are updated, the correct consents and settings are passed to other systems. Batch updates allow changes to consents and preferences to be requested and exported within a specified time period.

Retain+

Display concise, descriptive text alongside requests to communicate the benefit of providing consent. Dynamically display the value being lost, or gained, by the customer at the point of interaction, allowing informed choices to be made.

Engage+

Intelligently target the capture of missing consents and preferences without the risk of losing existing opt-ins. Use digital components to configure rules that define what is displayed to the data subject at the time of the interaction (e.g., the number of consents, existing consents that are about to expire, or missing consents).

Unify+

If you operate a Single Customer View (SCV), you can ensure that detail is replicated in DataGuard Consent and Preference Management. This ensures that the correct status is maintained and DataGuard Consent and Preference Management acts as a single source of truth for permissions and preference settings. Through a simple API call or file upload, you can group records. Each time records are linked or unlinked, all impacted records effective permissions and preferences will be recalculated and added to the effective store or can be pushed to the target systems using webhooks.

Access to FAQ database and Ticket Support

Enables support to be requested and documented via a ticket system, as detailed in Clause 2 of Annex 4.

Customer Success Manager with phone support

Dedicated Customer Success Manager with additional support over the phone.

Regular Service Reporting

The Supplier will regularly measure and monitor its performance against the Service Levels.

Service Level Agreement (SLA) with guaranteed response times

As detailed in Clause 3, 4, and 5 of Annex 4.

Generate+

A mechanism to engage with partner organisations to allow their web-based customers to consent to your services and share data from within the partner's website.

Cookie Manager

Obtain and store website cookie consent compliantly with our customisable cookie banner.