Consentua - A Guide for Admins

Chris Cooper
CTO Consentua

V2.1

Document Control

Version	Publish Date	Author	Changes
1.0	September 2017	Chris Cooper	
2.0	April 2018	Chris Cooper	Updates due to new dashboard
2.1	May 2018	Chris Cooper	Added reports

Table of Contents

Document Control	2
Table of Contents	3
Document Purpose	4
Why Consentua	5
What Makes a Successful Project?	6
What is Consentua?	7
Terms & Definitions	8
Setting Up a Consentua Client Service	9
Adding a new client	10
Users	11
A word about Security	13
Login	14
Admin Tasks	14
Admin Menu	15
Consent Templates	16
Creating Consent Templates	18
Completing the Consent Template	19
Linear & Binary	19
The Template	19
Purpose Groups	21
Adding a Purpose	23
Group Consents	24
Linking Service to Template	25
Consentua Value Add	26
Notifiable Templates	26
Dynamic changes to consent	26
Service to Templates Mix	26
Consent Reports	27
Support	29
Roadmap	29

Document Purpose

The Consentua Guide for Admins is intended to show how to set up your Consentua service. What functions are available through the dashboard. What the terms used mean and how to create your own consent templates.

This document is complimentary to the Consentua API Installation Guide - available here: https://github.com/Consentua

The intended audience is IT architects, developers, business analysts, system administrators and user administrators. Heads of department, the CIO, DPO and Lead Counsel will gain insight from reading the document into how to exploit Consentua and ensure it delivers the expected outcomes.

Why Consentua

Consentua may have been picked for your organisation for a variety of reasons. However, as Consentua does one thing well, (it captures the consent to process personal data from your customers/users), the likelihood is that this first deployment is about personal data. Why? because the General Data Protection Regulation (GDPR) demands organisations take responsibility for the personal data on their systems.

GDPR covers many areas, including: the right to be forgotten; the right to know the data held on you; the need for both data processors & data controllers to have a record of your consent. However, when it comes to consent, the rules on this aspect are now more specific.

What this means is that users/customers must have given their consent for personal data to be processed. In many circumstances organisations will have a legitimate interest in having the consent to process personal data (your address so a parcel can be delivered).

However, in other circumstances such as marketing the rules are now much tighter. Allied to the need to adhere to a right to be forgotten and a right to know what personal data is held on your systems means that consent is now more complicated.

This is where Consentua comes to assist. Typical high level scenarios below describe where Consentua would be of assistance.

Consentua was chosen to be used in your organisation because it met one or several of these business requirements. Your…

1. ..organisation wants to have a transparent and easy to understand and swift to use method of capturing consent.
2. ..organisation wants to share the consent record with other data processors. This could be for service delivery, operational or marketing purposes. All of which require a common consent view. Consentua provides this accessible to 3rd parties & internal systems view of consent.
3. ..organisation wants to have a 'global' method of consent capture but a local deployment respecting local language and jurisdiction.
4. ..organisation needs a quick, secure yet easy to install solution. With minimal disruption, but a high impact. Specifically with GDPR compliance and improved customer satisfaction.
5. ..organisations wants a method of capturing consent across multiple systems but wants only one user interaction.
6. …organisation has a need for GDPR compliance today, but wants to use the opportunity to better know their customers. Building trust in your brand through an evolution in customer service.

What Makes a Successful Project?

Heads of business in particular IT, marketing, customer service, legal/compliance and operations are all stakeholders in delivering a successful Consentua deployment. Pre-requisites for a successful Consentua deployment are:

- This requires a team effort - collaboration across lines of business.
- Output from the Privacy Impact Assessment (PIA) is made available, as this is a key input.
- Phased deployment via a test before releasing into production.

From a strategy perspective Consentua can be a facilitator of change. Most organisations evolve, rather than have a revolution. This slower pace of change is a result of practical considerations such as having to keep an existing service and customers happy. Funding and resources available to manage the change, create the new procedures and educate the staff, then advertise this to your users. All takes time.

Therefore, an added USP of Consentua is its flexibility. So as new services are added, outsourced, improved or simply changed. The consent required is likely too as well. Consentua can be updated in realtime and the user the next time they interact with Consentua can see the new consent request.

The service can build out from a scenario, data type, new purposes, new jurisdictions and languages perspective.

What is Consentua?

Consentua is made up of a number of components. An API and a widget that gets installed in your mobile app/browser. The widget is available as an SDK for iOS, Android and HTML5.

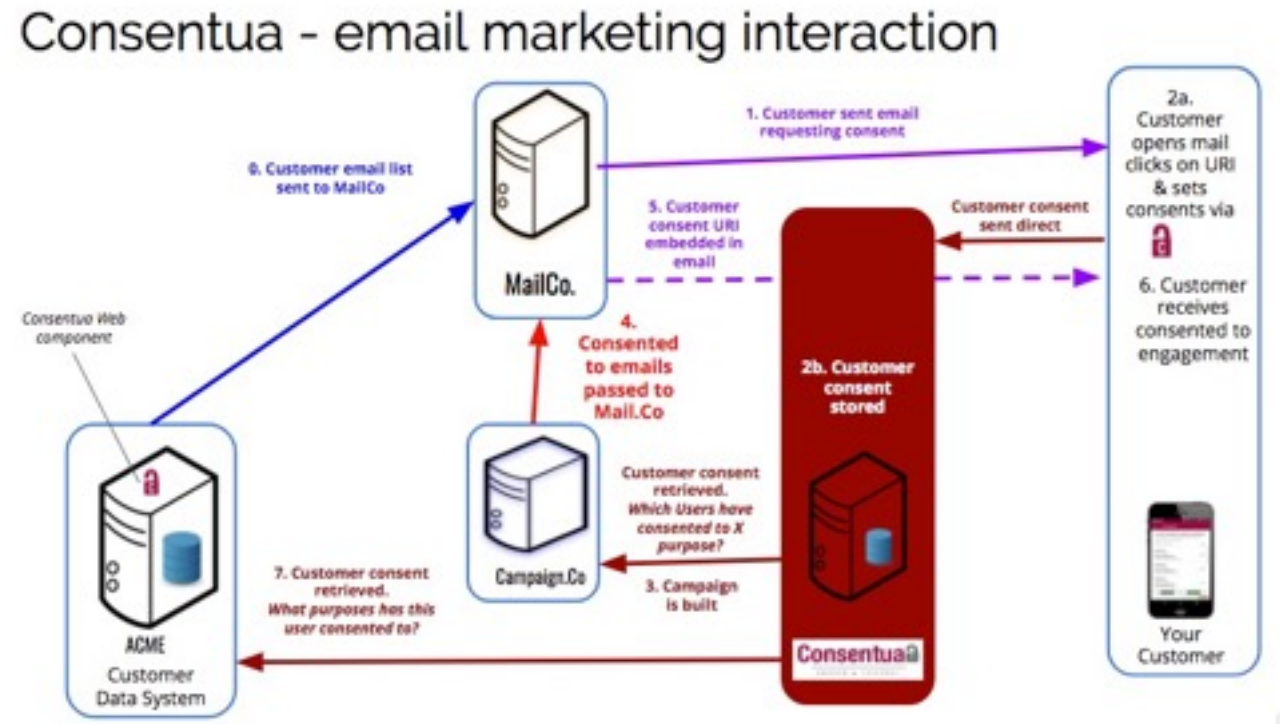
Consentua is designed to be implemented so it is used by citizens, customers/end users. However, Consentua is equally at home being used by a contact centre team member, or a field operative capturing the consent verbally then transcribing this into digital record.

From a system perspective, Consentua is creating a Consent Receipt that is machine readable. Consentua treats a system as it would any end user. It still requires an access token and be given permission to access that Consent service.

Consentua has at its core the Consent Template. This is where the data type and data purposes are detailed. The Client Consent Service is specific for that Consentua customer. A customer of Consentua can have multiple Client Consent services, (this could be from a jurisdiction perspective, a purpose perspective (employee versus user).

A Client Consent service can have multiple consent templates. A consent template can have multiple purpose groups, but it must have specific purposes detailed within each purpose group.

Below diagram shows how Consentua can be integrated to support a consented to email campaign.



Terms & Definitions

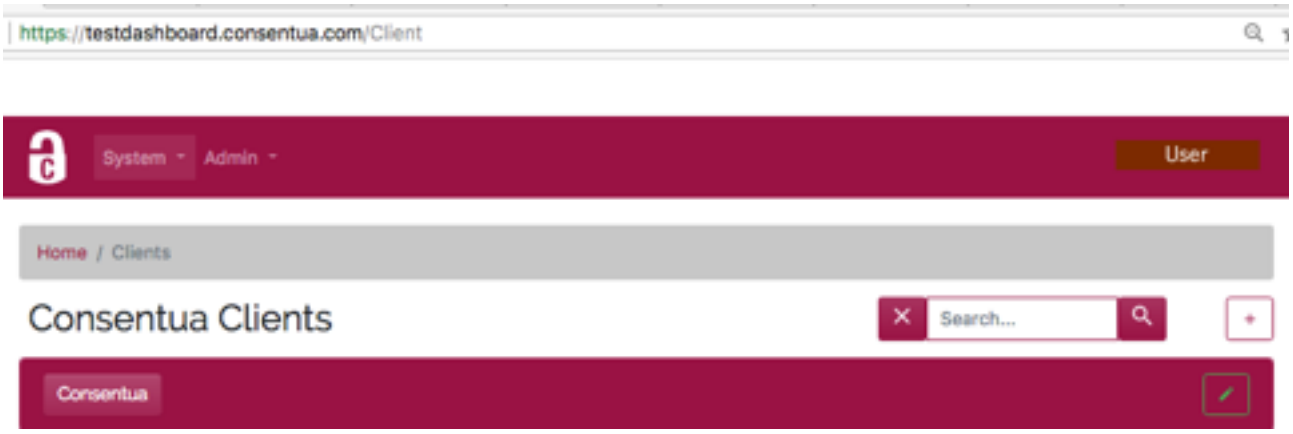
Term	Definition
Consentua	The Consentua Service
API	Application Programming Interface
REST	Representational state transfer
Consent	Permission for something to happen or agreement to do something.
Client	The company using the Consentua service
Service	The service provided by the client to their users
Client User	Users of the Consentua Service registered by a Client
Role	Roles within Consentua that allow access to functionality
User	A User of the Client's Service
Consent Template	The template of consents that Users interact with
Purpose Group	A Group of Purposes
Purpose	The Purpose of the consent, what data will be used and what that data will be used for
MD5	A common hashing algorithm
Consent Registrar	A trusted third party that provides consent management according to the GDPR regulations. Consentua is an example of a Consent Register.
Consent Receipt	A form of exchanging consent records between consent registrar's

Setting Up a Consentua Client Service

This step can only be undertaken by Consentua System Admins. The system admin has the following menu via the dashboard - https://testdashboard.consentua.com

Note: Only the test API's and dashboard links are shown. As this is the first environment a consent service will be established for a customer.

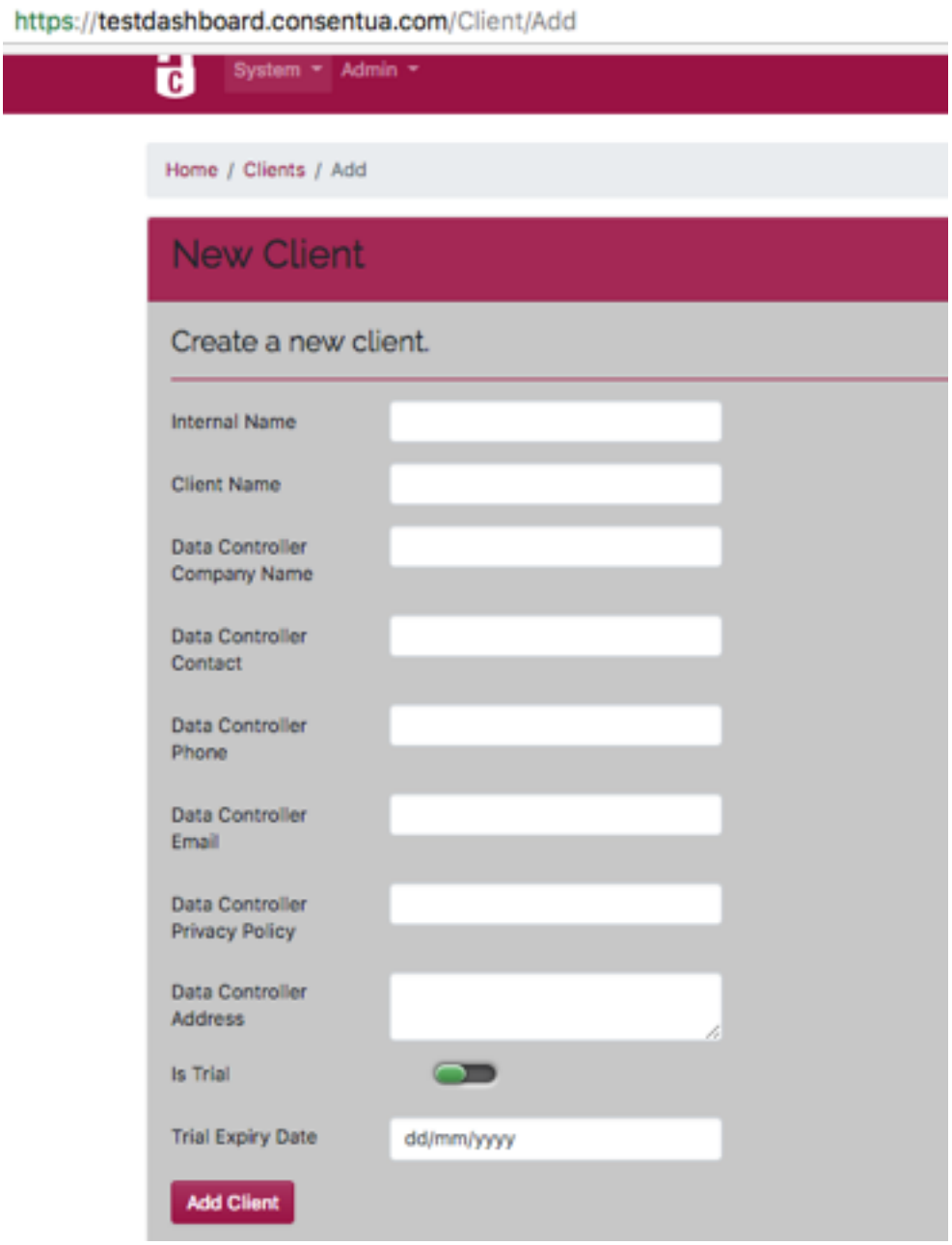
The Consentua system admin will use the add client function to set up the Client Consent Service. This first act registers the Consentua customer, creates the first Consentua admin and enables the creation of the first set of consent services to be established for this new Consentua customer.



Adding a new client

The following is a description of the necessary information required when adding a new client.
Note: this is a Consentua System Admin only task.

Name: Is the name of this Clients Consent Project
ClientName: Is the name we know this client by.
Data ControllerCompanyName: Is legal trading name of the organisation. This may differ from its trading/common name.
DataControllerAddress: Is the registered address.
DataControllerContact: This could be the DPO, or the primary contact.
DataControllerPhone: is their phone number
DataControllerPrivacyPolicy: Is a link to the organisations privacy policy
Trial - Is this service a trial?

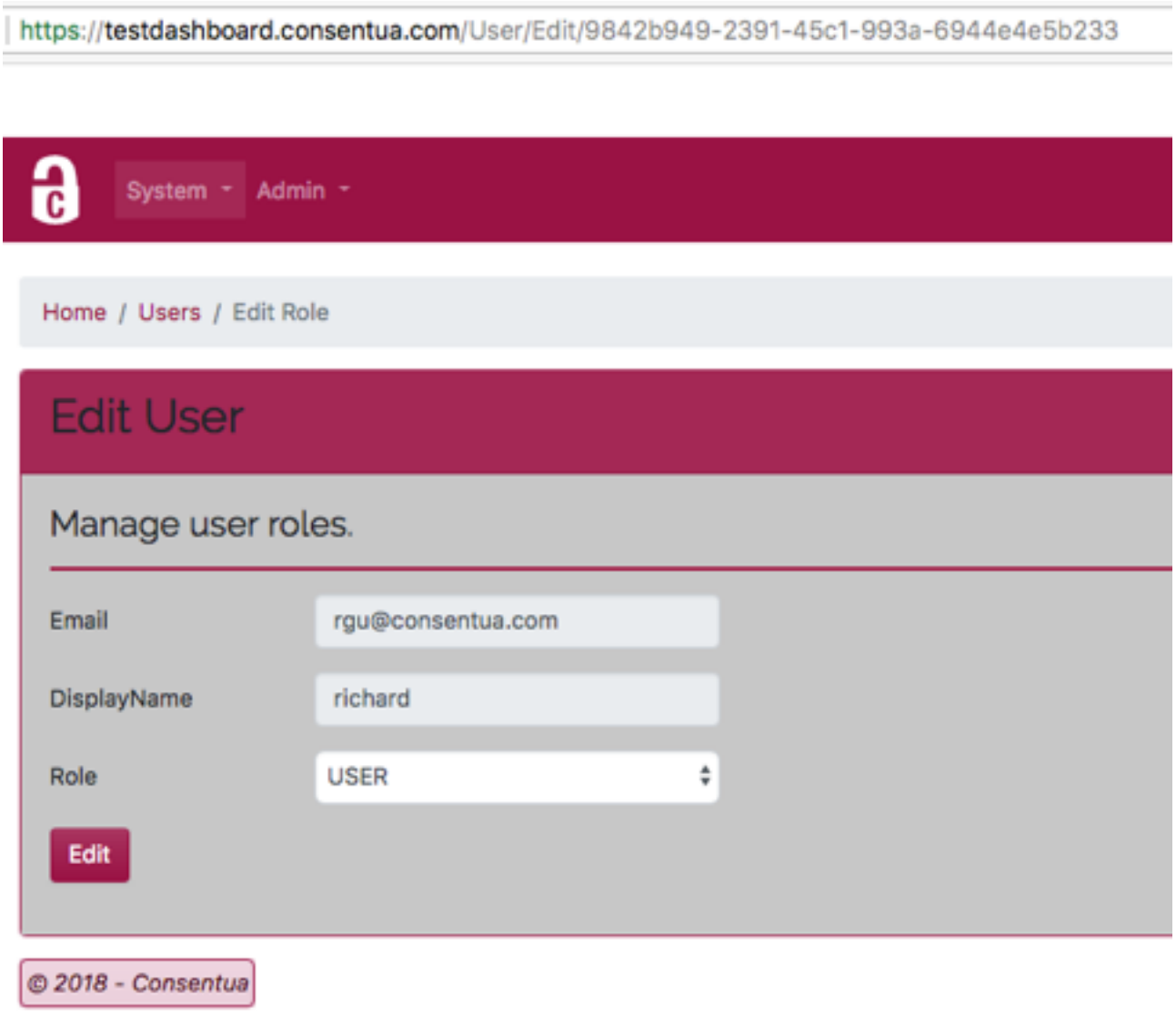


Users

Once the new Consentua Client Service is set up, their are two default roles automatically - ADMIN and USER. The next step for the system admin is to invite the new client service admin to register their name against the new client consent service.

The Consentua system admin will then share with this first client consent service admin their new Consentua API Key.

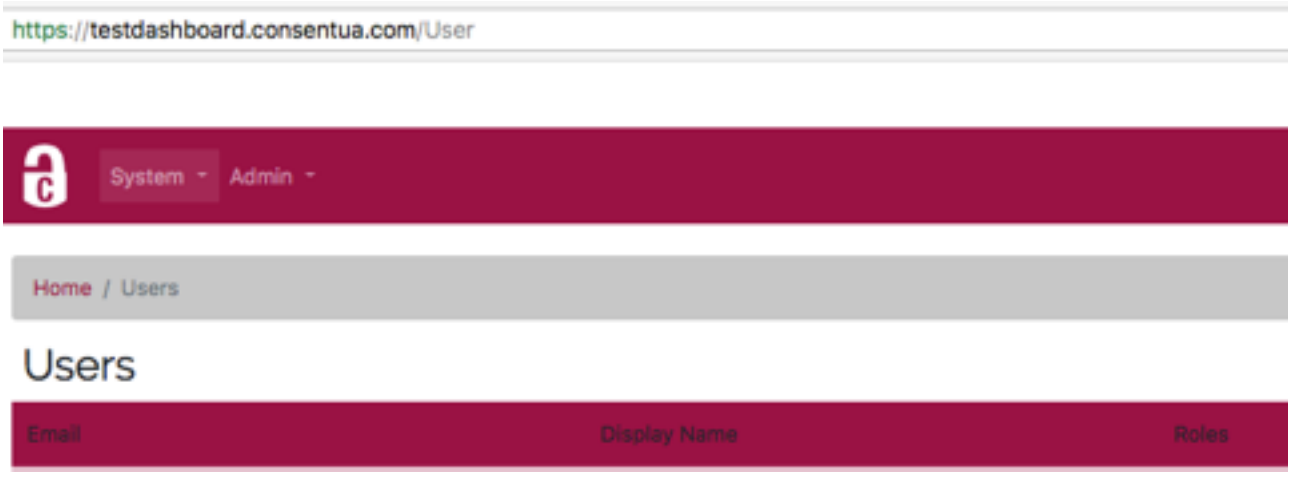
Once the new client consent service admin registers. They need to make themselves an admin. Then log off then log in again.



By default all users when first registered are a user.

Note: The key that is seen in the screenshot is that users unique key.

The admins user view below. This is the list of users with access to the dashboard to manage / view that customers client consent service.

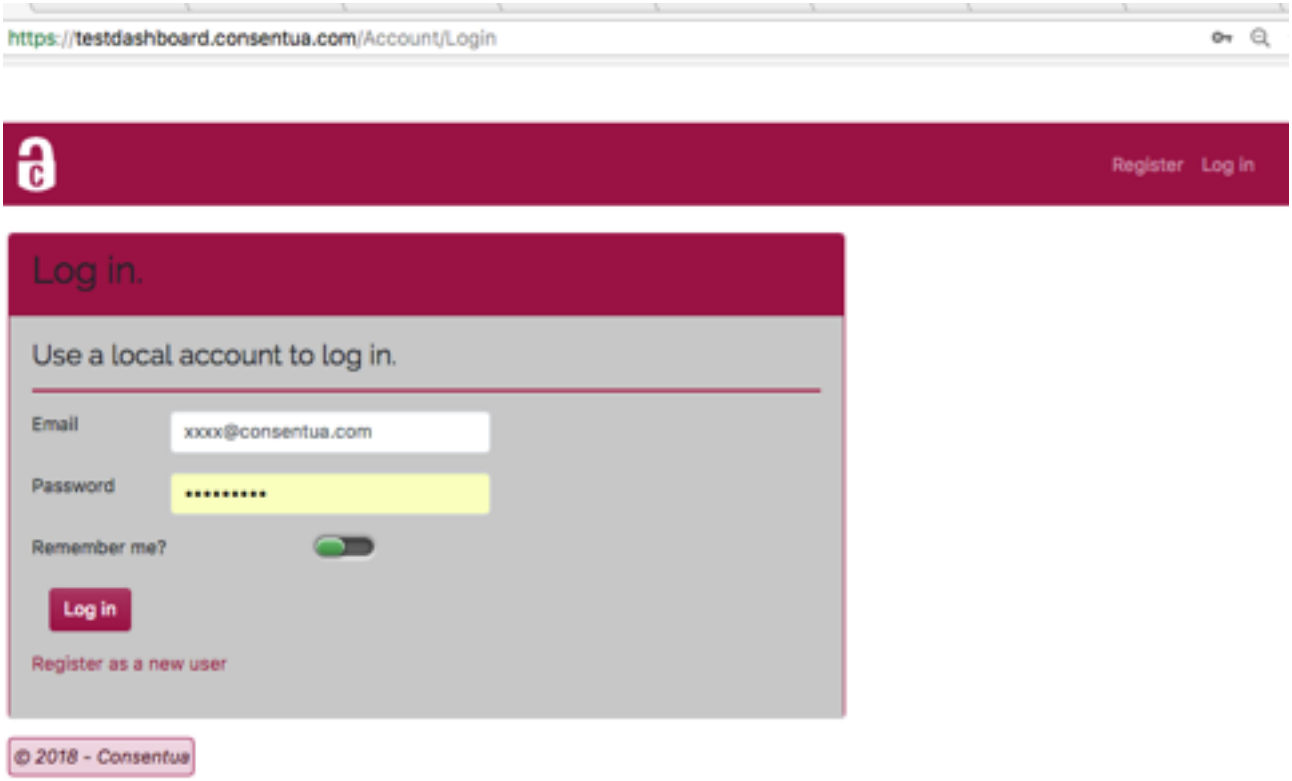


A word about Security

A security breach is not an issue. The user token can be revoked at any time. The service is encrypted end-to-end; plus the service does not store any personal data (other than an identifier). The hacker would only see a string of hashed data.

Login

At login an Admin is presented with the following screen.



Note the Register / Log in buttons in the top right hand corner.

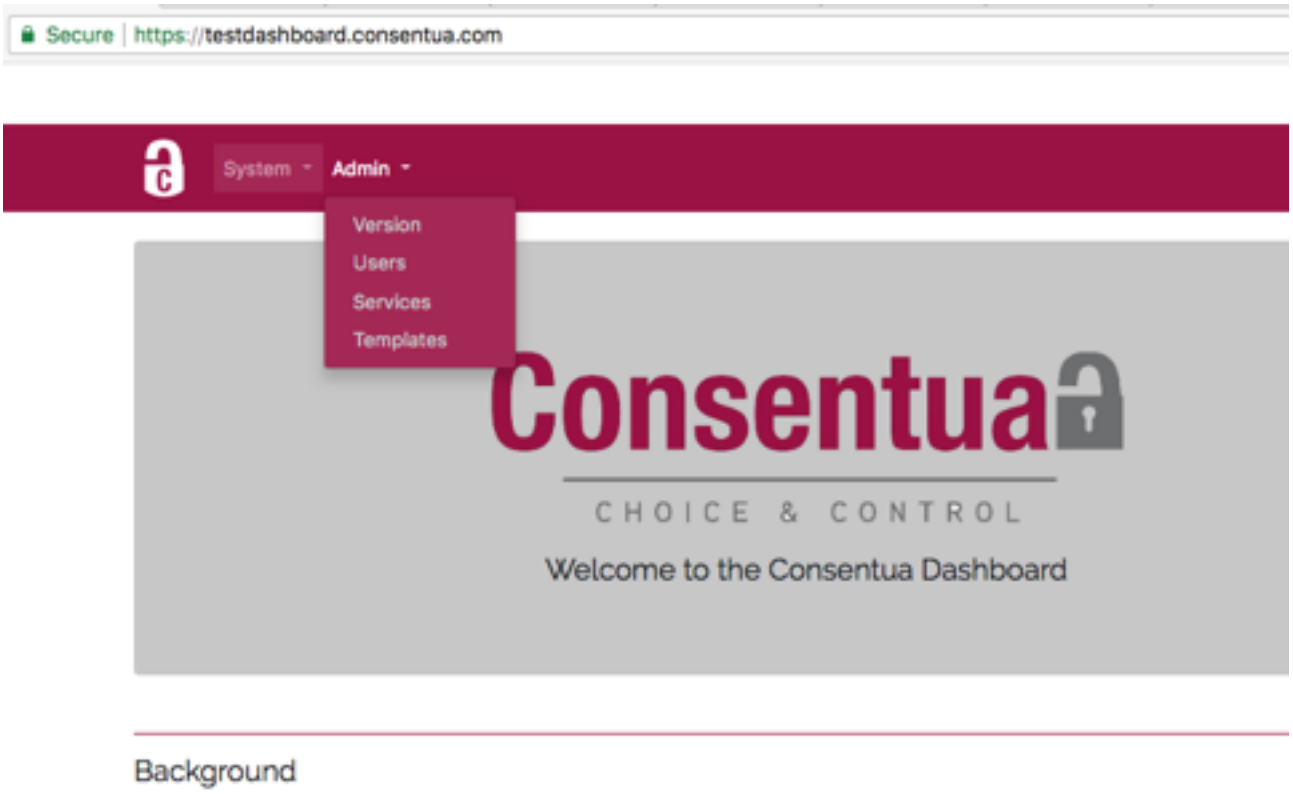
Admin Tasks

The admin has some specific tasks once logged into the Consentua dashboard. This is where they will undertake a number of tasks:

1. Create (or re-use) a Consent Template for your client consent service
2. Add additional admins if required
3. Add systems (as a user) to the Consentua Client Service
4. Add users and issue user apps with their token (in the code update that delivers Consentua).
5. Run queries against Consentua to find out who has consented to what, when.

Admin Menu

Post login the client service admin is presented with these options.



Consent Templates

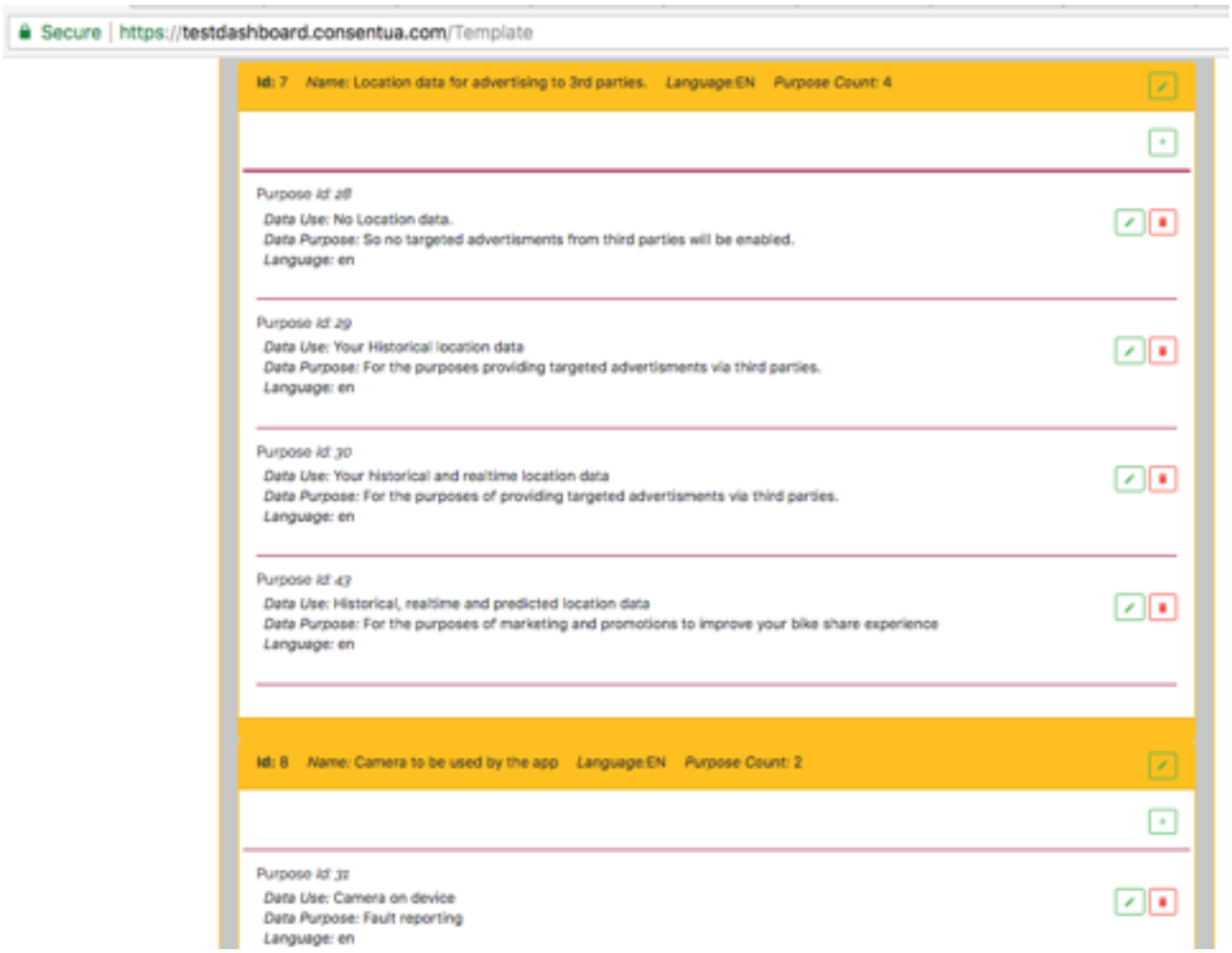
The consent template is where the client consent service owner (the Consentua customer) specifies the data types and data purposes and the consent this requires to be requested from their users/customers.

Consent Templates come in two forms. Binary - a yes/no choice presented to end users. Or Linear, a more granular view of choice.

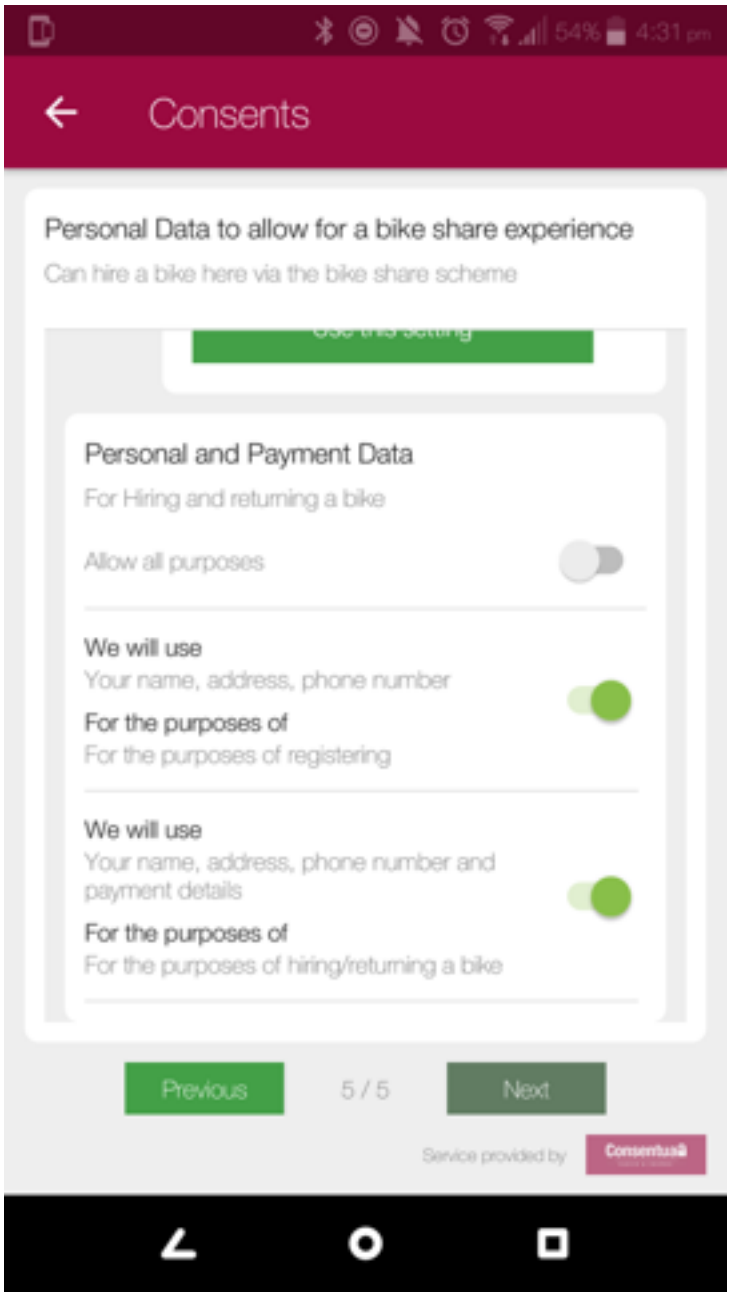
Templates are made up of a purpose group, which is a collection of purposes. Some purpose groups can have one purpose, others may have multiple purposes.

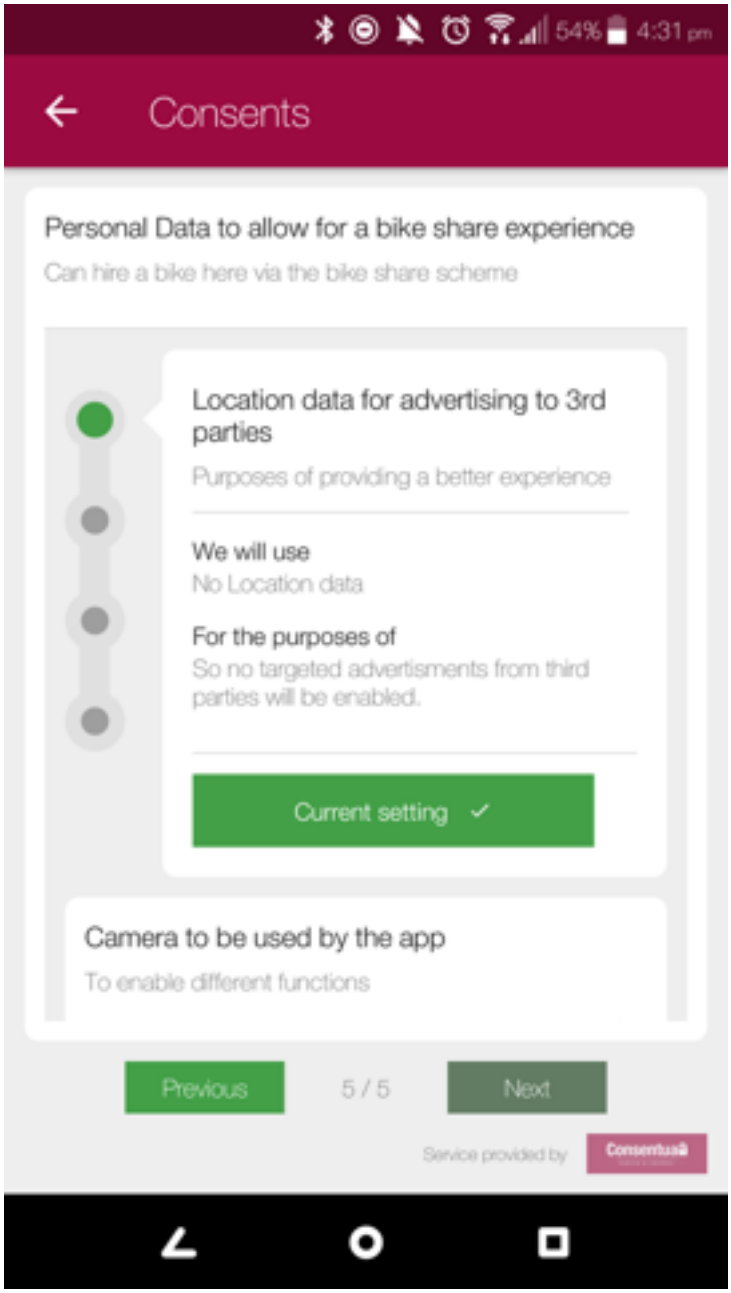
This allows for a range of complex consent requirements to be presented in a clear, transparent and unambiguous format.

The consent template example below is from a bike share use case, which is shown in the next section as a mobile app.



The screenshots below are showing the app view of that same bike share consent template.
Notice the different purpose groups. As well as the different types of consent, linear and binary.





Creating Consent Templates

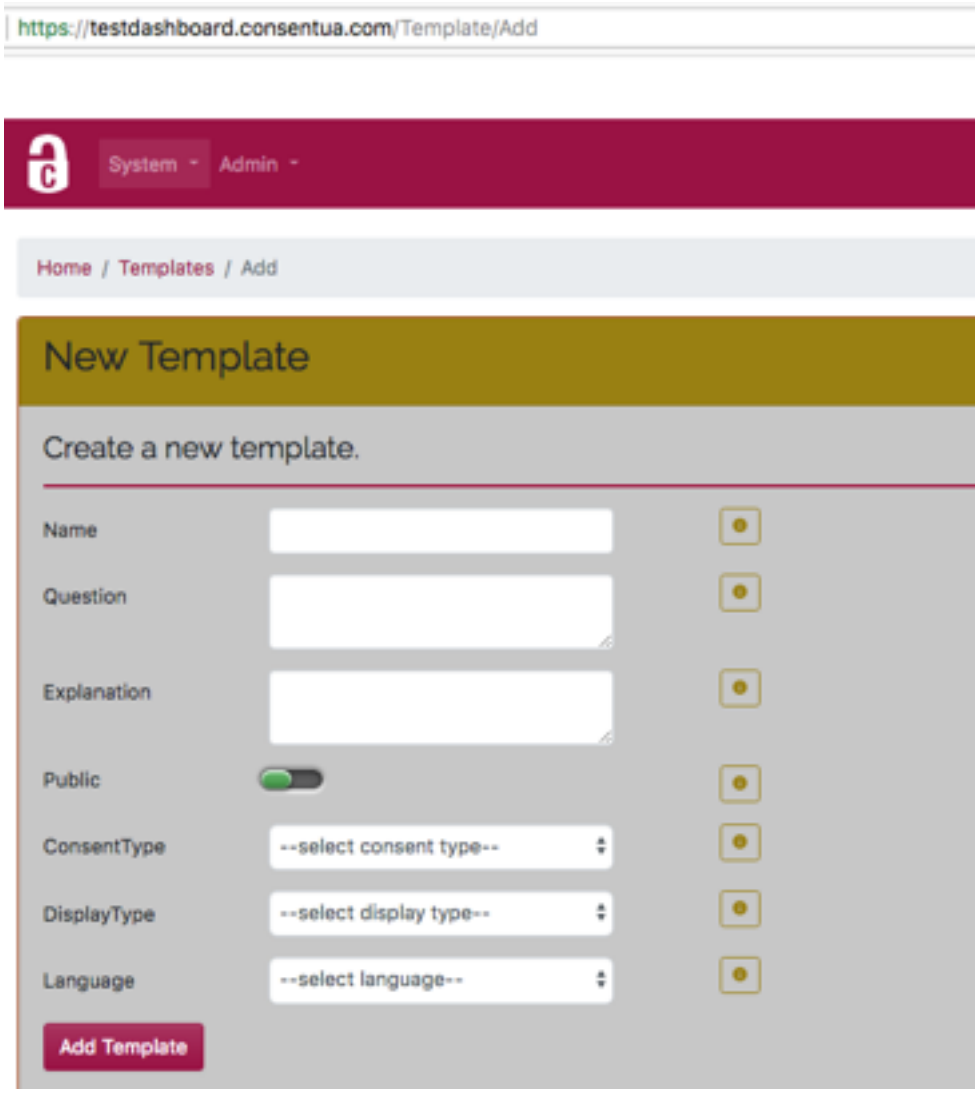
For a client consent service to be of use their is a need to create the consent template. Consent templates can be private (exclusive to your client consent service) or public (open to all).

When setting up the template it is important to tie that template to a client consent service. A template can be used by multiple services.

Templates require consideration before being created. What the template is to be called, what data types and data purposes are going to be outlined. Is the template going to be binary or linear?

The input for the language of consent being requested needs to come from the business side of the organisation. A mix of marketing, legal, compliance, DPO, Operations, IT and customer service will need to collaborate on the wording of consent. As all these stakeholders have an opinion on the personal data required by the organisation.

Consentua aims to simplify the ask to the end user/citizen/customer by linking a data type to a data purpose. This gives the end user/citizen/customer more 'choice and control'. This also allows the organisation to be more creative and flexible and personal in the service it can provide that end user/citizen/customer.



Completing the Consent Template

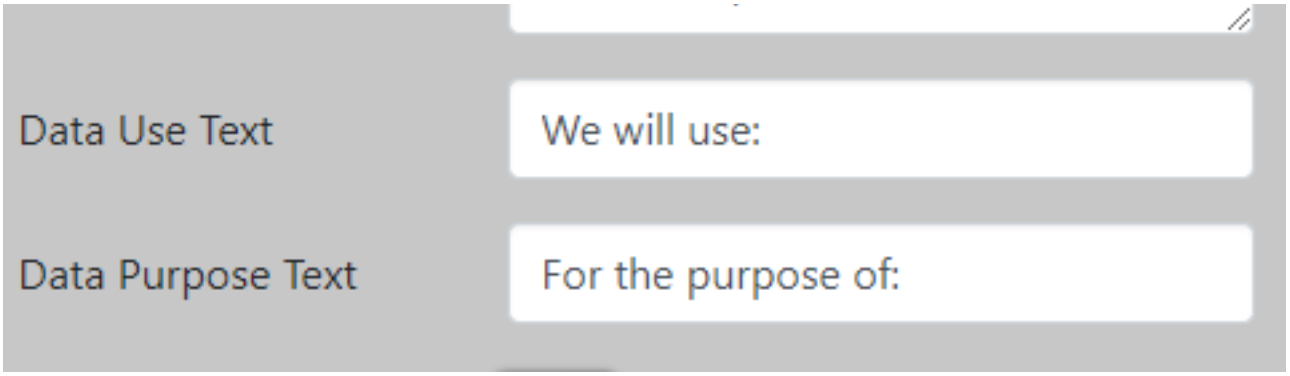
The Consent Template is where the data types (as in what type of personal data is required) and data purposes (how will that requested data be processed and used) are described. The language used here is all editable and can be changed at anytime by the Client Admin.

It is recommended that templates be created from a scenario/use case perspective, which means they are centred around the data purpose. For example, having a Consent Template focused on sharing personal data to allow for a bike hire scheme.

When completing the template a number of decisions need to be made. Such as:

- Jurisdiction this comes under
- Explicit or Implicit Consent being captured
- Language to use
- Linear or Binary.

Setting the SDK language. As part of the Beluga release the consent template can now determine the language used in the SDK for the static text - the 'Data Use and Data Purpose text' - see image below. Meaning that Consentua is fully multi-language compliant.



Linear & Binary

A binary consent is the standard Yes or No view of sharing personal data.

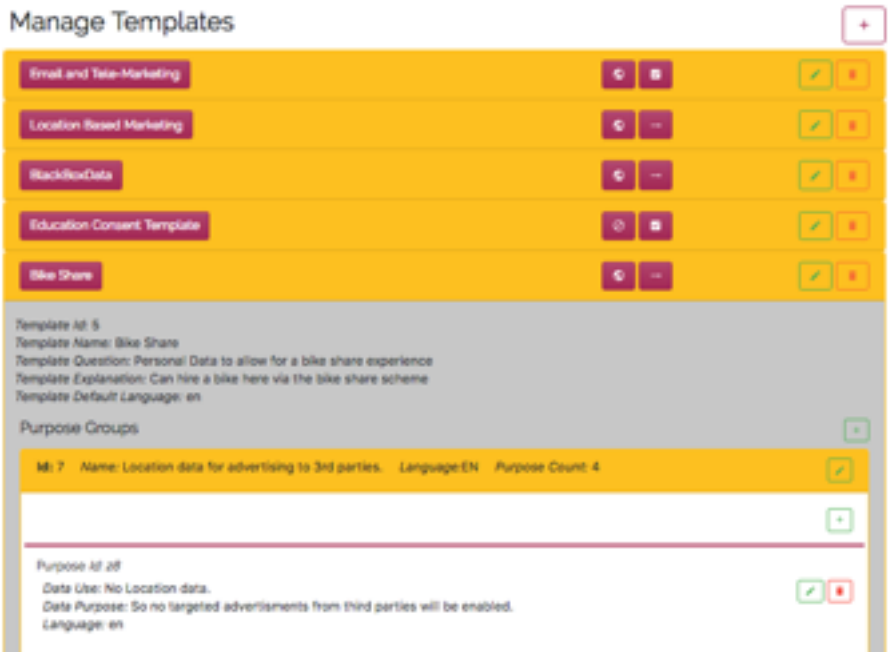
A linear consent is a more graduated view of the consent.

From a linear consent perspective the intention is as the position of the setting increases (0 to 5) then the data types required to fulfil the purpose expand in scope and use.

Depending if a linear or binary consent interaction, break out how the different data types are then used to fulfil that purpose.

The Template

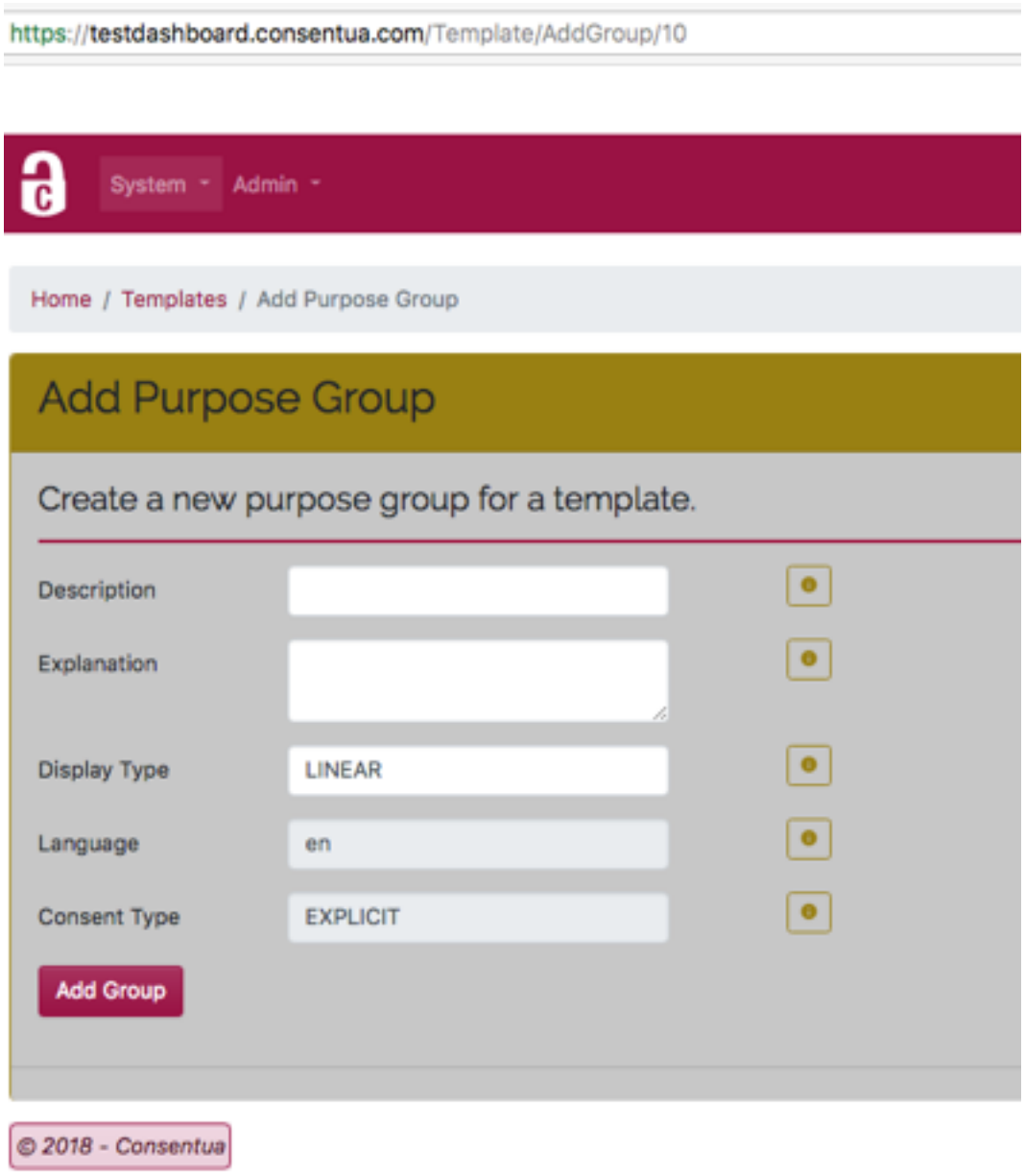
Each template is given a unique ID. Found in the 'Templates' view. See below


Manage Templates
Email and Tele-Marketing
Location Based Marketing
BlackBoxData
Education Consent Template
Bike Share
Template Id: 5
Template Name: Bike Share
Template Question: Personal Data to allow for a bike share experience
Template Explanation: Can hire a bike here via the bike share scheme
Template Default Language: en
Purpose Groups
Id: 7 Name: Location data for advertising to 3rd parties. Language:EN Purpose Count: 4
Purpose Id: 28
Data Use: No Location data.
Data Purpose: So no targeted advertisements from third parties will be enabled.
Language: en

Purpose Groups

It is possible to have a template with multiple purpose groups. With that purpose group having multiple purposes.

Most requests are anticipated to require multiple purposes however for a particular data type.

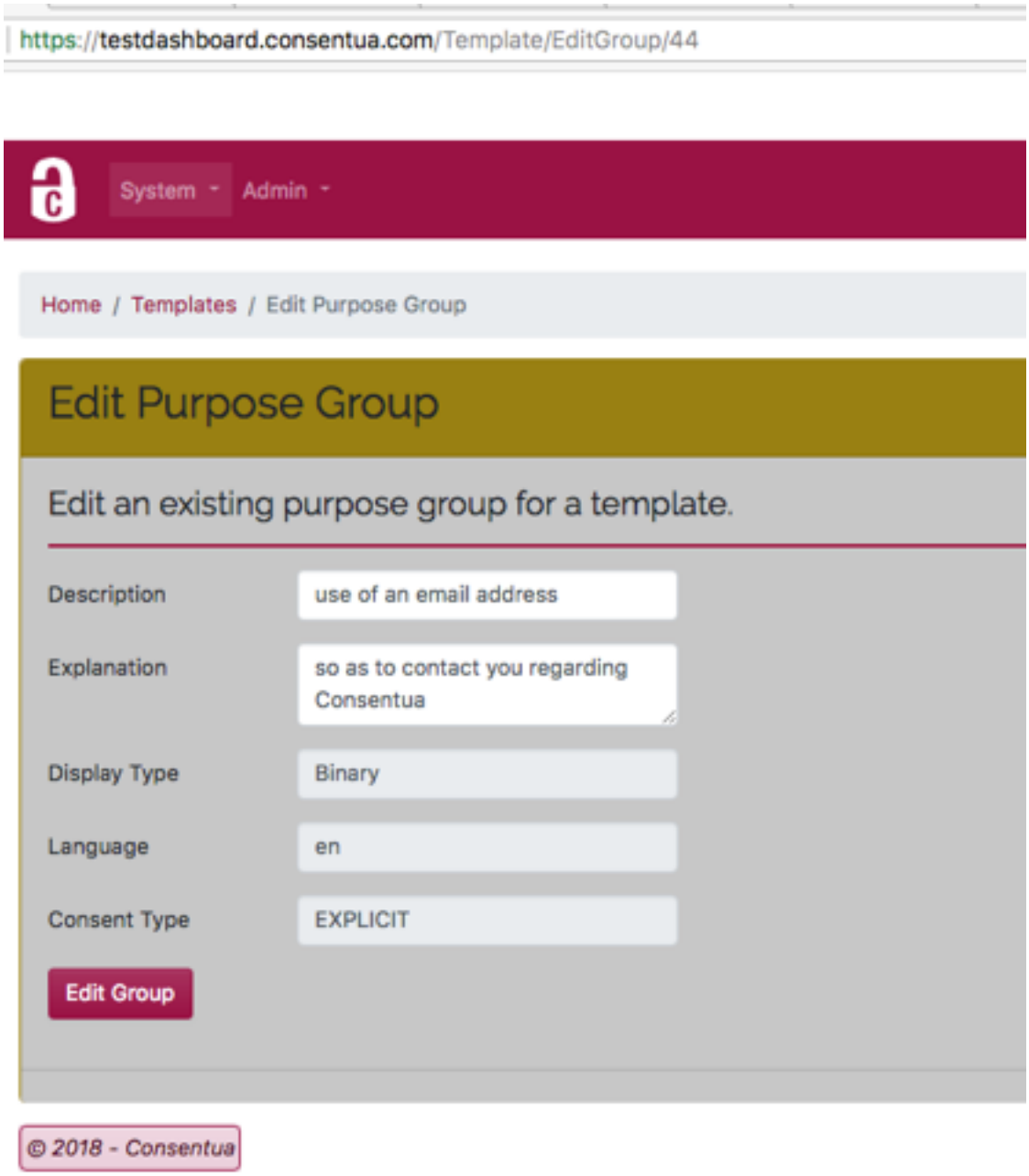


First step is to Add the Purpose Group, then the admin can add the required purposes under this purpose group.

Note1: Remember, the Purpose Group is best thought of as a scenario/use case. The data types can evolve as the data purposes grow/change.

Note 2: A Purpose Group may well be standalone if that group only has one scenario with one data type. It will not require further purposes outlined.

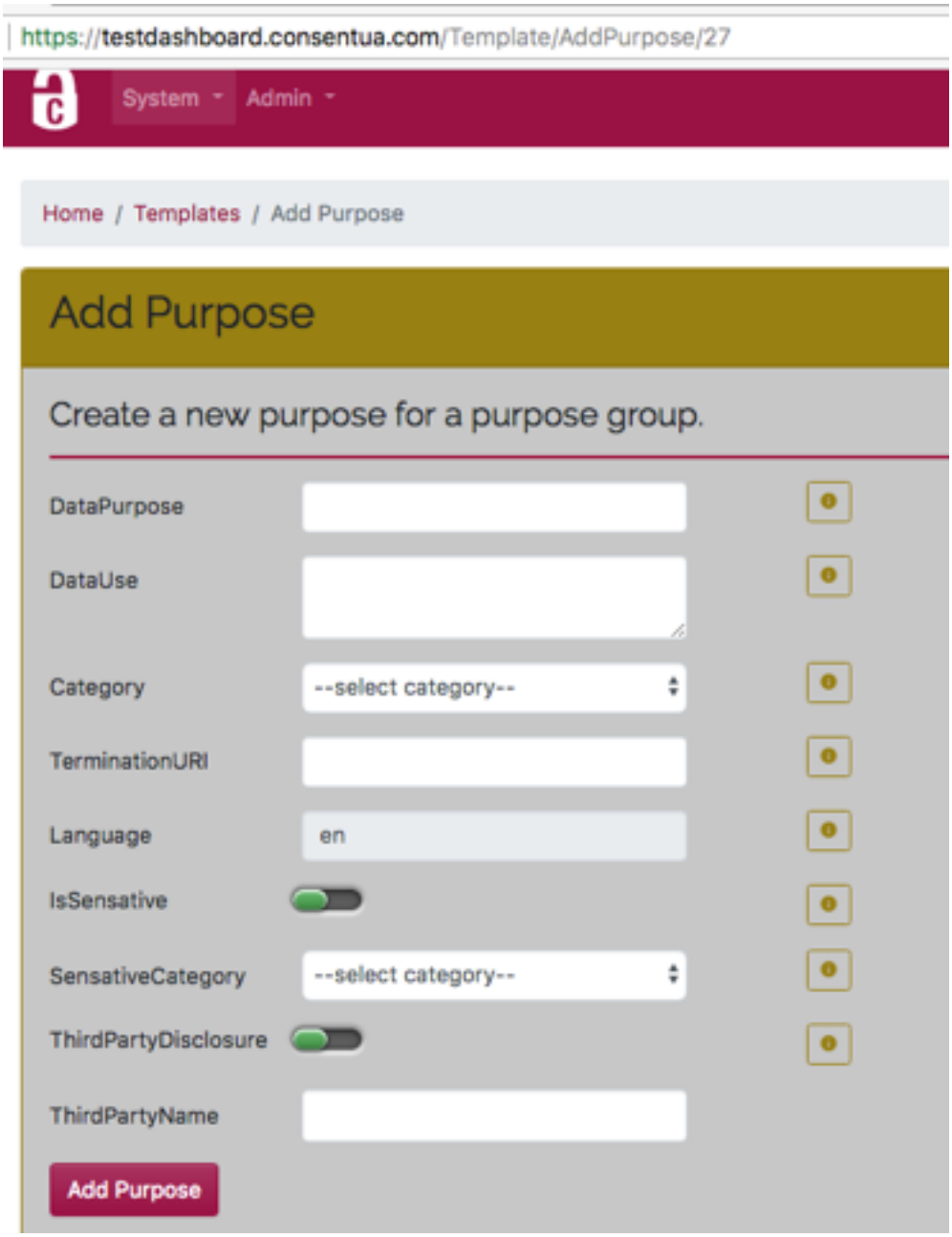
Description: - Describe the consent that is being requested… sometimes best started with the statement "I consent to….
Explanation: - The what will be shared to deliver the service that has been asked for.
Consent Type: Is this going to be Implicit or Explicit (required for the consent receipt)
Display Type: Linear or Binary



Adding a Purpose

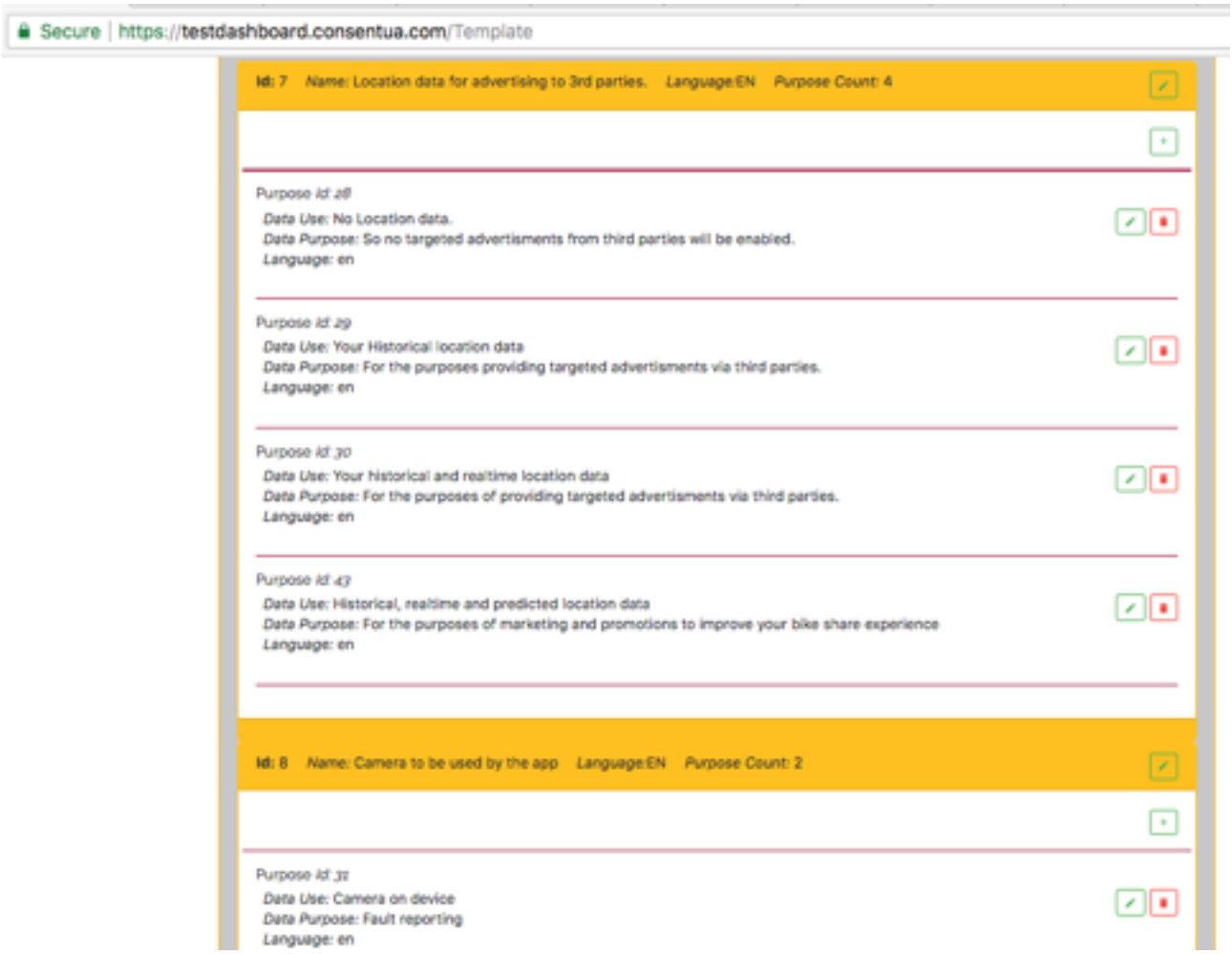
One the Purpose Group is established the next step is to add purposes. Purposes should be focused around the Use Case of the data types to be exploited.

ID - Is this ID number of this Purpose Group
Position - This is the position of the Purpose in the list.
Language - Any language can be used. But a translation table must be available if not english.
DataUse - The data type the purpose is focused on.
DataPurpose - What will that data be used for?
Category - Could be based on department, line of business, functional area, responsible owner.
Termination URI - linked to purpose ID. This is for the Consent Receipt.
data.consentua.com/termination/50



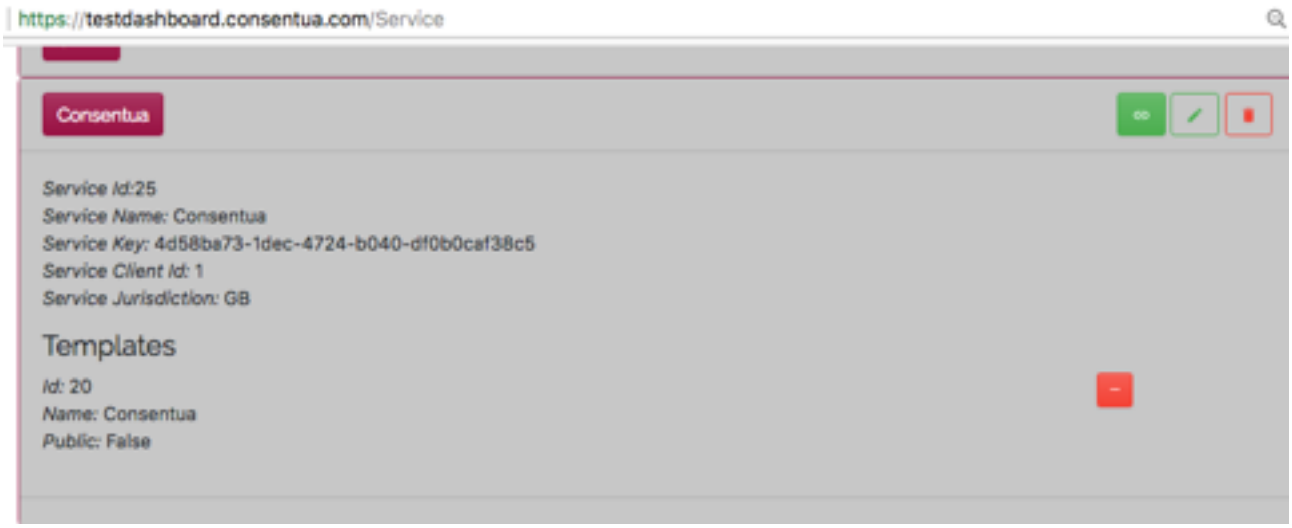
Group Consents

Group consents are used in scenarios where the same data type may have multiple purposes dependent on the scenario, location or circumstances. The example below is for a car insurance use case. Where the brake data is used for multiple purposes.

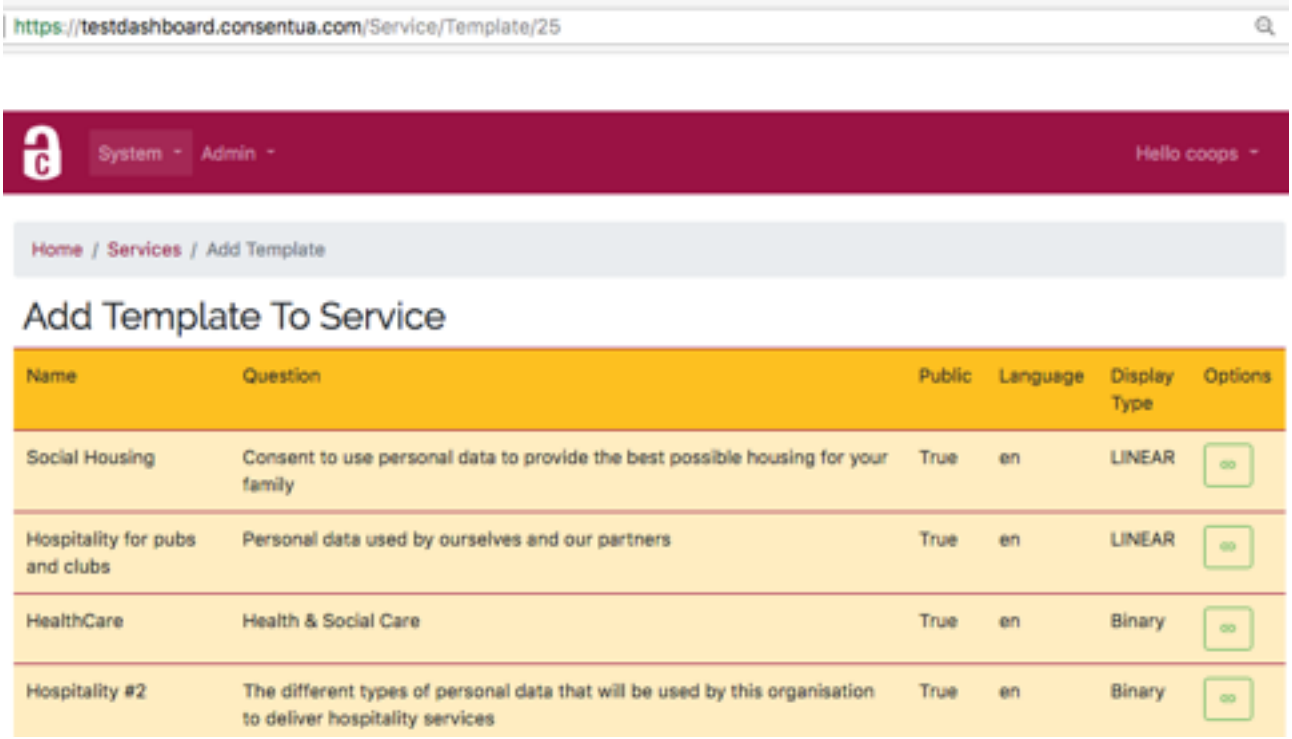


Linking Service to Template

Once a template has been created the next step is to link it to a service. Use the green button with the link symbol.



Leads to the view below.
Note 1: Public templates can be connected to a service.
Note 2: Private templates are top and can only be linked to your consent service.
Note 3: Only the author of a consent template can change that template.



Consentua Value Add

Your client consent service is very flexible and has some additional capabilities.

Notifiable Templates

Admins can promote the use of a notifiable template as part of their consent service. GDPR requires users have the right to be forgotten. This is a time limited exercise driven by the user. This means the template when invoked sends an email notification.

The email will go to the named Consent service owner (this could be the DPO). They are then expected to act upon this notification.

Dynamic changes to consent

One of the capabilities of Consentua is that it can handle out of the box updates to the consent template that are then realised immediately in the corresponding consent service.

This gives organisations lots of flexibility in how they roll out Consentua across an organisation; or how the organisation interacts with the end user. Growing the consent requirements over time as the service develops.

Service to Templates Mix

Out of the box flexibility to have different types of consent service be it based on business function or language. Means standardisation is easier to achieve and maintain; accountability along with a clear audit trail can be enforced.

It is possible to create a set of templates that are common across an enterprise. These templates can be applied at a service level with each service representing a different business function. Or a common template with child translations and a consent service per language or country deployment.

Or you can deploy different services and templates to different parts of the user journey, consenting to additional purposes as the need arises. For example at sign up seeking to confirm identity, this uses one service. Then asking for permission to send direct marketing information using a different consent service and template at a later stage in the customer journey.

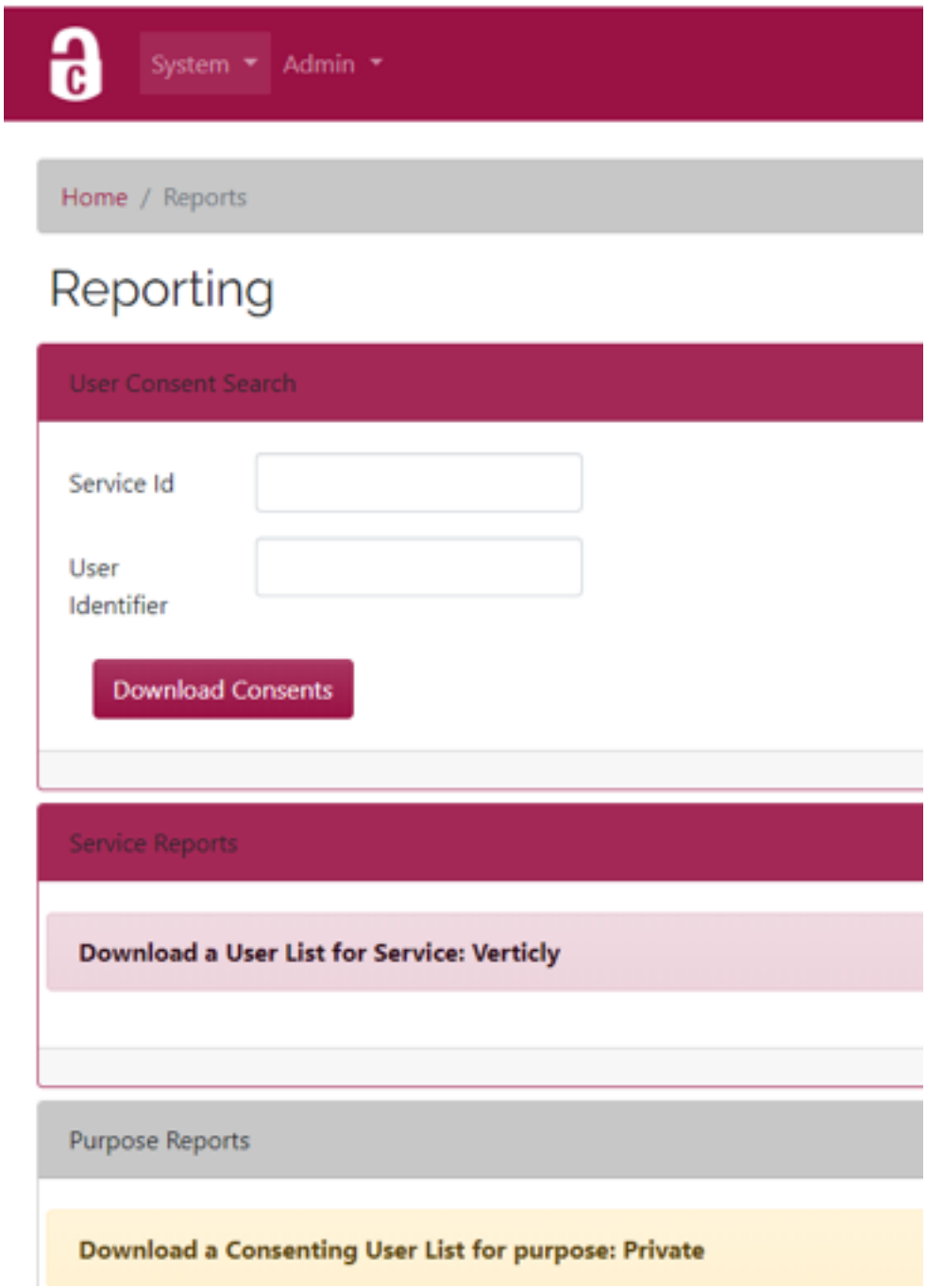
It is also possible to have a service with multiple templates attached. This could replace the pages of T&C's with each template focused on a different purpose or business function.

Being led by the business as they are best placed to articulate how and why personal data is used is the first guide. Second is the utilise the flexibility of Consentua to deliver that transparent description of how personal data is used.

Consent Reports

Admins now have the ability to query the API direct from the dashboard accessing a number of different reports related to their service.

Their are three types of report:
1) User Consent - provides the details of purposes for a specific user ID
2) User Service Report - provides the list of users registered against that service
3) Purpose report - provides the list of users for that purpose



User Consent Report
Output is JSON

Example Format:

{"Success":true,"Message":"OK","Consent":{"ClientId":2,"ServiceId":1,"UserId":
1,"Purposes":[{"ConsentTemplateId":1,"PurposeId":1,"Consent":false},
{"ConsentTemplateId":1,"PurposeId":2,"Consent":true},{"ConsentTemplateId":
1,"PurposeId":3,"Consent":true},{"ConsentTemplateId":1,"PurposeId":4,"Consent":true},
{"ConsentTemplateId":1,"PurposeId":5,"Consent":true},{"ConsentTemplateId":
1,"PurposeId":6,"Consent":false},{"ConsentTemplateId":1,"PurposeId":7,"Consent":true},
{"ConsentTemplateId":2,"PurposeId":8,"Consent":true},{"ConsentTemplateId":
2,"PurposeId":9,"Consent":true}]}}

Service Report
Output is CSV

Example Format

```
Id,Identifier,ServiceId
1,demo@test.com,1
```

Purpose Report
Output is CSV

Example Format

```
User Identifier
demo@test.com
```

Support

For more information please go to www.consentua.com

For enquiries about having your own Consentua service set up please email contact@consentua.com

For enquires about setting up your client consent service then please email support@consentua.com

Roadmap

The future development roadmap for Consentua is available on Trello.
https://trello.com/b/AktQXrOh/consentua-roadmap

Any suggestions please email via contact@consentua.com

End Of Document

Consentua Trade Mark is owned by KnowNow Information Ltd

KnowNow Information Ltd is registered as a company in England and Wales, number 8781104.
Registered Office: Innovation Space, Halpern House, 1-2 Hampshire Terrace, Portsmouth, PO1 2QF