



# Consentua, building **Trust** through **Choice and Control of Personal Data**

## **GDPR is coming!**

The General Data Protection Regulation (GDPR) will apply in the UK from 25 May 2018.

**It will affect you...** GDPR applies to all organisations that use, store or process personal data. It applies to processing carried out by organisations operating within the EU and organisations outside the EU that offer goods or services to individuals within the EU.

**We can help.** Consentua is a consent management tool that allows organisations to create a trust-based relationship with their consumers.

## What is Consentua?

Consentua is a consent management platform. It gives individuals choice and control over how their personal data is used, helps organisations to achieve and demonstrate data protection compliance, and builds trust between service providers and their customers.

The service gives individuals control over their personal data, allowing them to feel safe when engaging with digital services. Consentua's dynamic tokens, coupled with a user-friendly dashboard, allow consent to be queried, changed and even revoked.


### Advantages of Consentua

#### **The User Experience (UX)!**

simple and compelling - showing you the quid pro quo of data used to service supplied.


#### **Ease of Integration -**

simple APIs and unobtrusive to your customers.

 **Facilitates Trust** - which increases customer satisfaction and sales

#### **Reduces development**

**cost** by removing the need for developers to get consent for upgrade.

 **Improves retention of customers** post upgrade as they do not need to resign Terms & Conditions.



The service helps organisations to build consumer trust by providing data processing transparency and giving data subjects the choice and control that they need in order to share data safely and comfortably.

It enables organisations to demonstrate to regulators that they are collecting and respecting consent from their customers, by acting as a trusted third-party audit trail of exactly how consent was collected and when it has been used.

The service clearly articulates the exchange between the personal data required versus the experience or service that is then enjoyed or consumed. It does this via a simple slider which demonstrate the changes in service quality as more or less personal data is used. This encourages and enables a more personal customer experience, which the customer stays in control of. It will also help organisations improve customer service.

Consentua also creates an open audit of consent which both parties can access that is GDPR compliant (the new General Data Protection Regulation comes into force on 25th May 2018).

As a result of all these elements Consentua increases trust between consumer and provider. It enables 'me2B' transactions using simple APIs and is based on open standards.

Consentua is an expression of 'consentfulness' - a new measure that expresses either how much consent is required or how much consent has been granted from a personal data perspective. Consentfulness is a continuously changing and evolving measure. Consentua will not declare one way or the other whether Consentfulness is good or bad. The benefits of the service and its success in the market are the determinant factors.

# Consentua for marketing - What to expect

Marketing in this century is becoming ever more personalised. Customers are looking for “Rock Star Service”. This is when you receive personalised service even in a place they have not visited before. A bit like going to your local pub and the landlord pulls your pint as you walk through the door. Customers want to be known, understood and supplied with great service every time. They are buying into trusted brands, they want that relationship. Yet they are fickle, price sensitive and will move to fads just as easily. Also, if you abuse the trust they have in your brand, they will desert you fast.

Consentua can assist the marketing team in two areas. The first is by helping to deliver the rock star service customer experience, yet still maintain and add to the trust between customer and provider. The second is by making it relatively easy to see who can be marketed what and whether you have the consent to make that customer the recipient of the latest offer.

The starting point for the Marketing team is to determine what personal data they require and the purpose that they wish to use that data for - this is your organisation's consent template. Our team then creates the Consentua service for your organisation based on that consent template.

Consentua provides a single view of all customers that have agreed to specific marketing engagements. It does this via the Consentua dashboard. The organisation has a view of all customers that have provided consent. The customer also has their view of the data which shows what they have consented to.

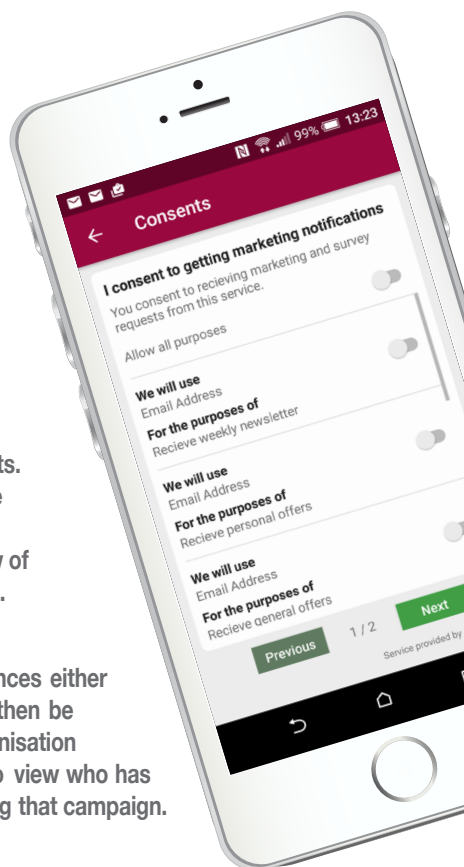
End users set their personal data consent preferences either via a web browser or via your app. These would then be registered in the Consentua repository. Your organisation would then logon to the Consentua repository to view who has consented and then extract that data before running that campaign.

The first step is create the consent template, based on an Open Consent Framework (called the Kantara Initiative). The content of this template is specific to your organisation.






Consentua demonstrates the quid pro quo relationship between the personal data consumed and the service provided. GDPR requires the consent record to prove citizen consent is ongoing, clear and unambiguous. Consentua provides that.

Once you have registered your Consentua API and users, you are ready to start using Consentua. You just need to provide the user's email address as the common identifier.

Consentua is easily integrated as an external API. Alternatively, it can run on-premise or on your own systems if desired.



## Advantages of Consentua

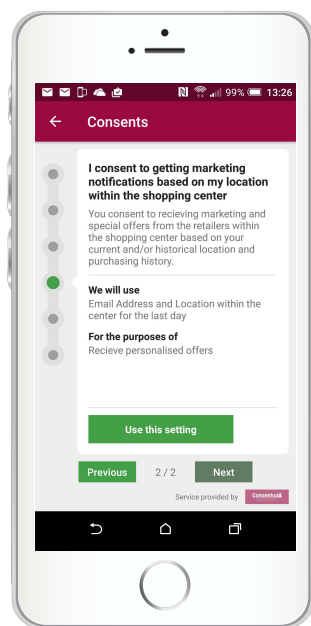
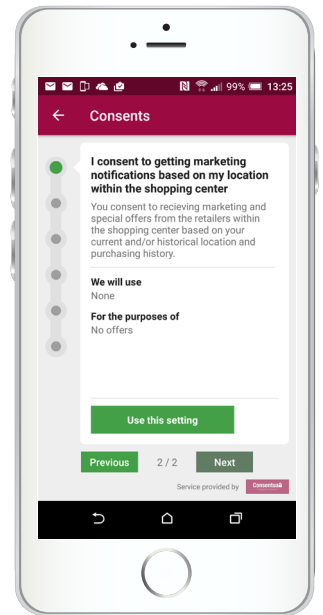
-  **Improves customer experience** through the enabling of personalised and bespoke services just for you. **“Rock Star Service”**
-  Citizen can see across their apps **who does what with their data.**
-  **Provider of services to citizens can see in one view who has consented to what.** This can be exported as a list of emails to be targeted, followed up, actioned.
-  **API only accessible -** makes it secure - and light touch for enterprise and legacy IT integration.
-  **Independent** with the database auditable by both parties

## From a Customer Experience perspective

Consumers want the best possible experience and a seamless interaction with providers, irrespective of the device they use (phone, tablet, browser). The digital experience and the data collected from one device or site should be available across others. Sharing data to deliver better customer service is what people want. However, consumers are also increasing their use of ad blockers and are looking for less intrusion, but more personalisation. They want to be in control.

The socio-economic trend is for people to own less stuff, but consume more experience. As the mobile device in your pocket is used to manage your schedule, your payments and your journey it, will not be long before Consentua is automatically handling many interactions requesting your personal data.

Consentua provides the link between delivering that personalised service, whilst maintaining citizen control. Because Consentua is independent it has no dependency on the organisation and is there to manage the personal data consents that are registered.



## Why Consentua and not someone else's consent tool?

In the fast developing world of personal data privacy, Consentua is unique in focusing on helping you to manage the consent you provide to organisations that want to use your data. It is lightweight and does one thing very well - capturing and storing your consent. There are few moving parts and the service is therefore fast, scalable and secure.

The only personal data Consentua stores is the citizen's email address. This is a unique identifier to that user, and is the key to allowing a user that may have multiple Consentua profiles being able to view how all their service providers access and use their personal data.

Users need to authenticate to log in their Consentua dashboard and preferences. An organisation can only see it's Consentua API activities. The API is also authenticated and comes with its own key which is then tied to the user's email address. This reduces the opportunity for leakage between providers and users.

## Consentua is available via three methods:

Consentua embedded in your service - micropayment per consent check up or interaction.

Consentua white label with your branding - hosted by Consentua with micropayment as above

Consentua on-premise - your branding and hosted by you - yearly licence