**XYZ Pvt. Ltd**

Privacy and Compliance Department

**Document: Consent Management Policy**

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# Consent Management Policy

## 1. Types of Consent Collected

- Cookie Consent: Users must accept cookies before any tracking cookies are set.

- Marketing Consent: Explicit consent is required before sending promotional emails or messages.

- App Permissions: Consent for accessing personal data on mobile apps or platforms.

## 2. Where Consent is Collected

- Website cookie banners

- Signup and registration forms

- Preferences center or user account settings

## 3. Purpose of Consent

- To comply with data privacy laws such as GDPR and CCPA

- To provide personalized experiences and marketing communications

- To track user behavior for site analytics and improvements

## 4. Withdrawal of Consent

- Users can withdraw consent anytime via the Preferences Center or by contacting support.

- Withdrawal of consent will not affect the legality of prior processing.

- All consent changes are timestamped and logged for auditing.

## 5. Example Consent Phrases

### Cookie Banner Text

“We use cookies to enhance your browsing experience, provide personalized content, and analyze site traffic. By clicking 'Accept All', you consent to our use of cookies. You can manage your preferences or withdraw consent at any time.”

### Marketing Email Consent Statement

“By subscribing to our newsletter, you agree to receive marketing emails. You can unsubscribe at any time using the link at the bottom of each email.”

### Consent Withdrawal Notice

“You can update your consent preferences or withdraw consent at any time by visiting your Preferences Center or contacting our Data Privacy Officer at privacy@xyz.com.”