Consent Management & ObservePoint

Ensuring Your Privacy Monitoring Is Working

Implementing ObservePoint with OneTrust, Quantcast, TrustArc, or other CMPs

Consent Management Platforms enable you to collect and handle user consent, display cookie banners on your digital property, and ensure the right tags are fired for the right visitors based on user consent preferences. ObservePoint's Privacy Compliance solution makes sure your CMP is implemented and functioning properly, while also regularly auditing for data collection outside your CMP (see Joint Use Cases). Together, they help your organization comply with global privacy regulations.

Key Benefits

- Mitigate risk and liability for both individual teams and the entire organization
- Catalog every tag and cookie on your digital property
- Define approved or unapproved tags, cookies, geolocations, and request domains under various states of user consent
- Understand the origin and relationship between technologies that collect data on your site
- Catch hard-coded or piggybacking tags deployed outside of your TMS and your CMP
- Understand the context of your cookies and tags that your CMP can't show you, such as location, load time, and origin
- Ensure your CMP and its cookie banners are consistently installed on every page
- View new tags or cookies appearing on your website over time in reports delivered at a regular cadence
- Simulate different consent preferences and travel through your site or app to test if your CMP is honoring those preferences
- Monitor where network traffic is being sent geographically
- Ensure that your privacy policy is accessible from every page of your site

Joint Use Cases

Catch Tags and Cookies outside of your TMS or CMP.

Consent Management Platforms work with your Tag Management System to classify cookies, gather consent, and trigger the appropriate cookies via a data-layer push. The problem is that hard-coded or piggybacking tags are invisible to your TMS. ObservePoint's Tag Initiators tool can quickly visualize new, unknown, or unauthorized tags that are dropping first- or third-party cookies, so you can find out where they're coming from and take swift action.

Monitor Tag and Cookie context beyond mere inventorying.

CMPs like OneTrust can provide deduped lists of cookies on your site; however, they don't provide information like what page they were found on, what data they are collecting, and where the data is being sent. That's where ObservePoint can give you the context you need to decide if cookies in question are on important paths or on parts of your site that might not even be under your control, like one run by your HR system or a help desk. ObservePoint's patented, vendor-agnostic Audits identify all technology deployed on your site and creates complete inventories of cookies and tags and the pages they're found on, which gives your CMP more visibility and control over your data collection technologies.

Validate your CMP's effectiveness with Consent Preferences.

Another important way ObservePoint can help your CMP is to test whether specific consent preferences are actually being honored. You can simulate a user with a particular consent profile, travel through your site with those preferences, and see if unauthorized cookies are being dropped contrary to that defined consent. As with any technology, you want to make sure your investment is paying off by QA-ing the process. And, in the case of privacy compliance, it's more important than ever to mitigate your liability and avoid large fines.

How To Get Started

If you're not an ObservePoint client, you can request a demo to learn more. In your discovery call with an ObservePoint representative, indicate that you're interested in seeing how your CMP and our Privacy Compliance solution can work together.

If you are a current ObservePoint customer, reach out to your Customer Success Manager and let them know you're interested in this service.

If you're waiting to work with ObservePoint until after you've deployed your Consent Management Platform, there's a great case to do it in tandem or in pre-production environments. ObservePoint can scan things before going live and catalog your tags and cookies from the start so that you can build your lists of approved or unapproved cookies. You'll be months ahead of the game if you know what rogue cookies and tags are floating around before launching your CMP.

About ObservePoint

ObservePoint brings insights, automation, and compliance to the chaos of customer experience data with their Data Governance solutions: Technology Governance, Privacy Compliance, and Campaign Performance. These solutions empower insights-driven companies to trust their data with automated analytics testing, protect customers with compliance monitoring, and improve experiences with validated, data-driven insights.

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