Enforce customer consent choice

Privacy regulations, such as the CCPA and GDPR, have given consumers rigorous control over how organizations use their data, often affording them the ability to opt out of certain types of collection. While many organizations have looked to implement compliance workflows within their online properties, such solutions often cannot enforce the choices users make, leaving the business open to litigation.

With the CCPA legislation being in enforcement and large GDPR penalties being awarded, businesses are more at risk of non-compliance. With today's websites being rich, immersive and therefore complex, a lack of enforcement throughout the website supply chain often results in data being exposed.

Extend compliance control across your third-party providers

One in five consumers have avoided buying a brand over its data practices in the past 12 months.
Forrester Report - Data Security and Privacy Playbook. 2021

As part of consent and preference programs, most organizations have some form of compliance process, whether it be self-orchestrated or a commercial workflow product, and can handle user requests for data deletion in most cases. However, the challenge is that these processes are tailored and implemented to work with the organization’s assets only and often do not take into account external elements and third parties.

Today's websites use on average 60 external libraries and services and user data is exchanged constantly with them in most cases – this is a compliance challenge. These libraries and services are developed, maintained and even hosted by different organizations and sometimes in different countries where privacy laws do not apply.

If an organization has no control over the practices, procedures and code functionality of these third-party services, they are ultimately liable in the form of compliance violations if data is disclosed where a user has requested it not be. Ensighten’s technology ensures compliance not only within the organization’s website, but through the services the website makes use of.
Ensighten: the solution for digital marketing and compliance teams

Ensighten allows digital marketing and compliance teams to take advantage of its security-focused client-side technology to control data access from scripts and other website elements. By utilizing a lightweight, secure and performant library alongside regular website code, organizations are able to get unparalleled visibility into what their website is communicating with and which third-party services have access to user data, along with the ability to control or restrict anything by user consent choices.

Without requiring any form of integration or inter-solution agreements, Ensighten’s technology is able to prevent all or specific types of data from being sent to third parties - allowing those to deploy effectively without unnecessary access to customer information.

Ensighten has automated enforcement, and includes:

- **No reliance on other technology**
  Manages consent choices and enforces in real time, directly on the website, independently of other systems, such as tag managers.

- **Comprehensive analytics and reporting for opt-ins and opt-outs**
  Monitors and records event-level data transmissions from a web page to provide full real-time or historical data access visibility. Provides access to both opt-in and opt-out analytics data while sustaining privacy regulations.

- **Real-time supply chain enforcement**
  Ensures that privacy choice enforcement is not only applied to direct website services, but services which are utilized by proxy – otherwise known as script piggybacking.

- **Data privacy and security beyond the CCPA and GDPR**
  Enables enforcement capabilities that not only satisfy the CCPA, but also GDPR, HIPPA, COPPA, and other global legislation.

- **Data loss prevention**
  Protects privacy beyond preference management, to include defense from hackers engaged in client-side data theft through injection attacks or rogue browser plugins.

- **AI/ML - aided Categorization**
  Easy categorization and control across complex web properties through Ensighten’s AI/ML-driven domain modeling.

- **Existing CMP Support**
  Works seamlessly with existing “non-enforcement” CMPs, adding granular data compliance and protection controls.

- **Comprehensive user interface**
  Easy configuration, rapid onboarding and low-maintenance compliance and protection.