

Enlighten Compliance Enforcement

The leading compliance enforcement solution ensuring the CCPA and GDPR are adhered to within your own website code and the entire website supply chain

Enforce customer consent choice

Privacy regulations, such as the CCPA and GDPR, have given consumers rigorous control over how organizations use their data, oftentimes 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.



Enlighten's compliance enforcement solution ensures that data choices made by users are reflected and enforced not only directly on the organization's own website, but through all of the third-party services the website utilizes



Enlighten's compliance enforcement solution does not rely on technology integrations or agreements with third-party providers, but instead utilizes the organization's security-focused capabilities to control data flow and prevent data leakage and exfiltration

Why comply?

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.

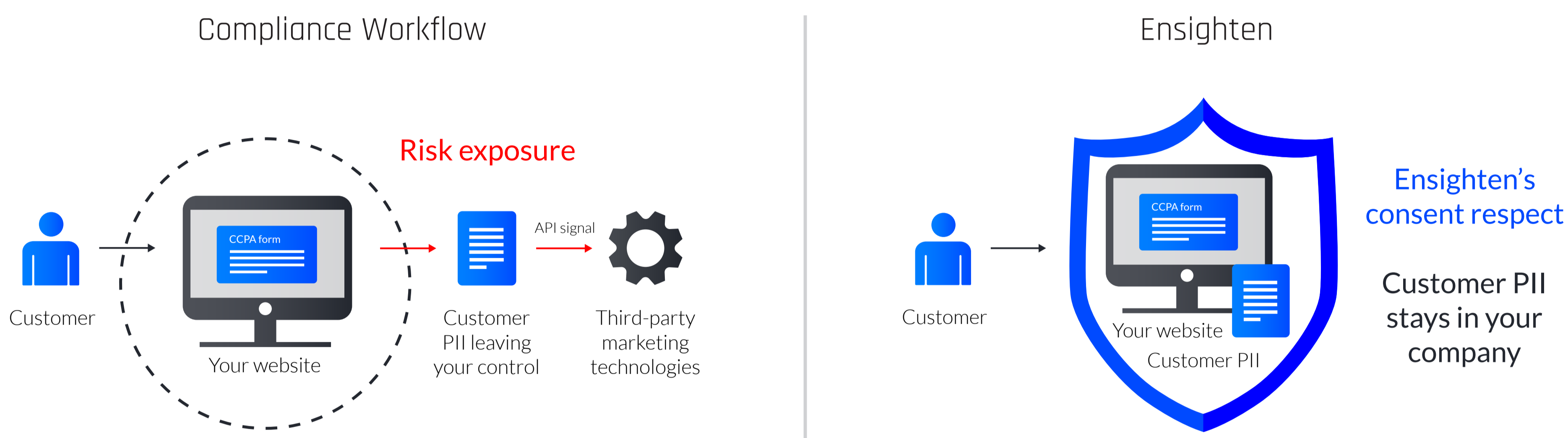
Today's websites use on average 60 external libraries and services and user data is exchanged constantly with them in most cases – this is a compliance challenge. These libraries and services are developed, maintained and even hosted by different organizations and sometimes in different countries where 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. Enlighten's technology ensures compliance not only within the organization's website, but through the services the website makes use of.

Enlighten compliance enforcement

Enlighten takes advantage of its security-focused client-side technology to control data access from scripts and other website elements. By delivering 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, Enlighten's technology is able to prevent all or just specific types of data from being sent to third parties, even though their technology is providing value to the website.



Solution highlights

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

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 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

Comprehensive analytics and reporting

Monitors and records event-level data transmissions from a web page to provide full real-time or historical data access visibility

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

Comprehensive user interface

Easy configuration, rapid onboarding and low-maintenance compliance and protection

About Enlighten

Enlighten is a global cybersecurity leader, offering next generation client-side protection against data loss, ad injection and intrusion. Through the Enlighten solution, organizations can assess privacy risk and stop unauthorized leakage or theft of data, as well as comply with the CCPA, GDPR and other data privacy regulations. Enlighten's MarSec™ platform protects some of the largest brands in the world from data leakage whilst ensuring maximum web page performance.

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