

EnSighten Privacy

# Global Website Compliance for the GDPR

The only turn-key solution that allows you to comply with the GDPR and other data privacy regulations, stop unauthorized data collection and audit your data collection points

## What does the GDPR mean for your website?

The General Data Protection Regulation (GDPR) is an EU regulation related to the “processing of personal data and on the free movement of such data“. The GDPR mandates can be grouped into four categories: Data Collection, Data Storage, Data Transfer and Internal & External Oversight. There are four main components that have an impact your website(s): notify consumers, receive consent, prevent unauthorized data collection and provide an audit trail of compliance.

## GDPR website mandates



### Notification, consent and enforcement

Under the new mandates, you must enforce that data is not collected until notification is given and explicit consent is received. Inaction cannot be considered consent. In addition, you must provide the site visitor (data subject) with the ability to change or revoke their consent at a later time



### Unauthorized data collection

You are responsible for any data collection that occurs on your digital properties. Websites rely on third-party vendors to deliver critical functionality but often those vendors invoke additional tags in a process called piggybacking. You need to be able to identify and block that data collection



### Compliance audit and analysis

Companies must be able to prove compliance when audited by a Supervisory Authority (SA) which includes the ability to prove that consent was received for collected information. You'll need a solution that can provide an event-level audit log to prove compliance

EnSighten's patented technology is the only solution that can enforce GDPR requirements for data collection, making your website GDPR compliant on the first page visit



## The Enighten solution

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### Global consent enforcement

Enighten is the only solution that blocks data collection until notification is given and consent is received. The out-of-the-box customer consent interface provides required opt-in communications and allows for easy customization of privacy choices to match all European languages



### Protect your brand

Use Enighten to comply with the GDPR, as well as protect against malicious third-party tags. Enighten's patented technology, paired with a unique whitelist approach, gives brands complete control and authority to block unauthorized data collection in real time



### Maintain an audit trail

Get a real-time view of the tags on all of your digital properties as web pages are loaded. Get insight that exceeds traditional crawlers and can also be tailored for managing site-visitor privacy on the fly. An event-level audit log proves compliance

## Enighten's patented solution includes:

- GDPR website compliance
- E-Privacy Directive cookie notice compliance
- Classify cookies required for site functionality
- Mechanism for website visitors to grant, change and revoke consent
- Prevent data collection prior to consent
- Prevent unauthorized data collection
- Provide data collection notice to site visitors
- Event-level data collection log for audit compliance



"The Enighten team are experts on GDPR data privacy compliance. Their Privacy solution has enabled us to become GDPR compliant, as will be the case when CCPA comes into effect in January 2020"

Leading global retailer, July 2019

### About Enighten

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Enighten is a global cybersecurity leader, offering next generation client-side protection against data loss, ad injection and intrusion. Through the Enighten solution, organizations can access privacy risk and stop unauthorized leakage or theft of data, as well as complying with the CCPA, GDPR and other data privacy regulations. Enighten'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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