

exterro[®]

CONSENT

Universal Consent and preference management for modern privacy experiences.

Consent and preference management is changing rapidly. The era of cookie banners and blocking scripts is ending. We are entering a new post-cookie world, where consumers expect a positive experience that engages them in a consistent way across all channels and all stages of their journey.

Exterro Consent delivers this experience, with easily designed and updated notifications, a fully functional user portal, administrative tools including analytics, a DPO dashboard, and versioning and dialog control. Its modern API integrates with web, mobile, chat and other communications channels, as well as marketing automation and the tools that drive communication.



Exterro Consent is the perfect solution for high-performing, universal consent and preference experiences.



Selected Features

Exterro Consent brings universal (including cookie) consent features, technology and architecture to consent and preference management. Its capabilities are designed for the new world where consent and preferences are no longer a gate in front of the website, but are embedded in the customer experience across all channels and journeys. Exterro Consent is the only product designed for the post-cookie world, where ease of integration, flexibility, and positive consumer experiences are the primary requirements.



Universal Consent

Consent, preference and opt in/out information is synchronized across any number of channels and applications. User choices are consistent no matter what channel they use or journey they are on.



Customizable Consents, Preferences, and Notifications

Easily add, change or remove any dialog, description, or notification. Version control ensures everything is up to date and consistently deployed at the right time.



Global Privacy Control (GPC)

Exterro Consent facilitates complete in-house and third party notification of the GPC signal when it is asserted by a user's web browser.



Nutrition-Style Privacy Notices

Food label style descriptions make navigating disclosures, notifications, consents, preferences and opt-ins simple and comprehensible—especially on mobile devices.



Consumer Portal

A branded dashboard guides users through managing their privacy a friendly and understandable way that builds trust.



Parental Consent

Exterro Consent was built to support granting consent to minors by parents or guardians for regulations such as COPPA.



Cookie Compliance

Scan your site(s), identify risks, loopholes, and explore trackers and provide anonymous session opt out. Create consent assets such as cookie policy, cookie table, cookie consent banners and more. Automatically block tags, third party cookies, beacons, trackers, and pixels until your visitor gives consent.



DPO Controls

Exterro Consent has a complete set of DPO controls built-in, including the ability to mass revoke consent and issue mass notifications. Your organization is always in charge and in compliance.