

Customer Consent

Overview

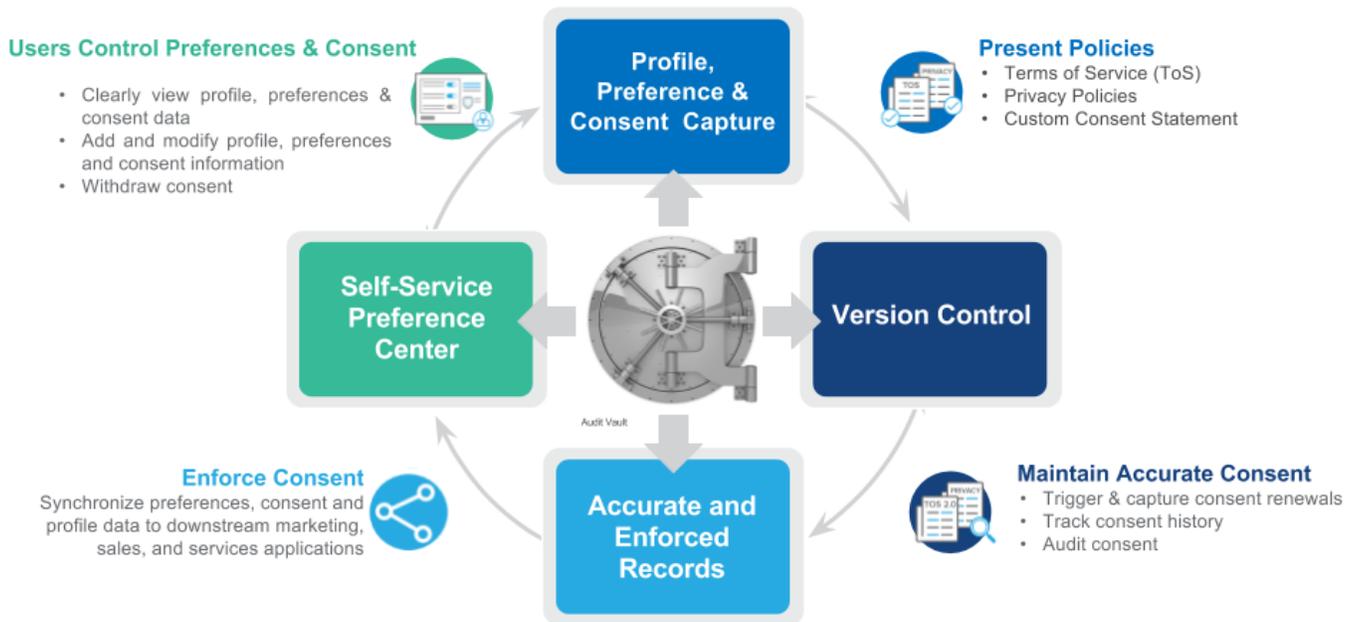
SAP Customer Consent is our offering for managing user privacy, preferences and consent in a way that is transparent to the user, while helping you uphold rigorous standards so as to support your compliance with international privacy regulations. It is a secure profile, preference and consent management solution that addresses regional privacy compliance throughout the customer lifecycle. Use Customer Consent to give customers control over their personal data.

Benefits

- Supports compliance with data privacy laws: require consent to terms of service and privacy policies as a prerequisite for using some of your site services
- Additional optional consent statements allow flexibility in your relationship with the customer
- Communication preferences allow users to subscribe to various communication channels; with the option of requiring double opt-in as proof of the user's intention to subscribe
- Displays clearly to users which data was saved to their account, and provides the option to withdraw consent and manage communication preferences
- Consent Vault contains an audit of the customer's agreement to your site policies and the version to which they consented
- Unified user database enables presenting a holistic view of the customer, including data gathered from various platforms
- Synchronize consent-based user data to third-party platforms using [IdentitySync](#) or [GConnectors](#)
- Out-of-the-box [lite registration](#) screens for transparent interaction with your guest users

Instructional Video

If you have an SAP logon, you can watch an instructional video about this product [here](#).



While Gigya offers a full suite of solutions designed to help clients comply with applicable data privacy laws, it is the clients' responsibility to comply with its obligations under such data privacy laws. Please consult with your legal team regarding such data

privacy laws prior to implementation of the Gigya suite of solutions.

Accounts

Identities of fully registered users are stored in the **accounts** database. Identities of lite registrations, and subscription information, are stored in the **email accounts** database.

Consent Management

Use [Consent Management](#) to clearly display to users the terms to which they are required to consent in exchange for using your site's services, and to capture the version they agreed to and the time at which they did so. Based on this consent, you can fine-tune the services you offer to users, and downstream to third-party applications, using [IdentitySync](#), Gigya's ETL platform.

- Supports terms of service, privacy policies, and other consent statements
- New registrations consent
- Enforce re-consent after change of terms
- Cross-brand and site-specific consent in a multi-site implementation
- Clearly display to users the terms and policies to which they consented
- Third-party integration

For more information, see [Consent Management](#).

Consent Vault

The Consent Vault contains a log of interactions between your sites and site users regarding their consent to the processing of their personal data.

You can use the Consent Vault to easily view and search the history of all Consent objects on your site.

- Search by specific time period
- Filter by actions (consent granted, withdrawn, renewed)
- View the timestamp and version of a signed consent

For more information, see [Consent Vault](#).

Communication Preferences

Manage and track your various communication channels, and provide customers with the ability to review and control their communication preferences. Create subscription data points in your schema, retrieve users who have opted in and send out notifications, newsletters and other forms of communication using an [IdentitySync](#) ETL job, and offer users a one-click unsubscribe.

Communication preferences features include the following:

- An out-of-the-box newsletter subscription widget that can be highly customized using Gigya's [UI Builder](#). The widget displays to end-users their subscription status.
- Clear opt-in and opt-out flows for complying with privacy regulations, including double opt-in confirmation.
- Capture and track communication consent using the [Consent Vault](#).
- Full support for exporting and importing subscriber data to third-party platforms, such as Email Service Providers (ESPs), using [IdentitySync](#).

For more information, see [Communication Preferences](#).

Preference Center

- Unified user database enables presenting a holistic view of the customer, including data gathered from various platforms
- Dedicated Gigya widgets display to users the policies to which they consented, and the time they did so; as well as their communication

preferences

- Powerful capabilities for displaying data conditionally so as to prevent confusion and maintain accuracy
- Separate preference center for lite accounts, for managing their preferences without having to complete a full registration.

For more information, see [Preference Center](#) and [Lite Preferences Center](#).