

Thales OneWelcome Identity Platform

Consent and Preference Management

Gain customer loyalty by
building – and maintaining –
customer trust

cpl.thalesgroup.com

Empowering end users by introducing the data privacy conversation in the user journey

Consent and Preference Management is an app exclusive to the Thales OneWelcome Identity Platform, dedicated to empowering users to maintain control over their data preferences during interactions with a brand. The identity app is centered around respecting individual data choices, enabling users to actively manage their consents and preferences, and exert influence over how their data is handled. It introduces the data privacy conversation explicitly with the end user as part of their user journey and interactions with your brand.

Implementing a modern Customer Identity and Access Management (CIAM) platform that includes Consent and Preference Management helps ensure “always-on” compliance with global data privacy regulations such as GDPR, CCPA/CPRA and more.

Consent and Preference Management benefits



Data Privacy conversation

Introduce the subject as part of the user journey by explicitly seeking end user consent



Empower End Users

Build and maintain trust with your end users by empowering them to control their data storage and processing preferences



Just-in-Time Consented Data

Collect consented data Just-in-Time to enable excellent user experiences



Compliance

Maintain compliance with an ever-growing list of global data privacy regulations

Key features

- Enables end-users to give and revoke consent
- Receive fine-grained permission at the attribute level
- Facilitate multiple processing purposes on the same attributes
- Document consent with multi-lingual versioning
- Have a “Single Source of Truth” for consent and preferences
- Create a timeline with consented data
- Develop token enrichment with consent-related data
- Utilizing consent APIs for integrating consent in the full application landscape

How does Consent and Preference Management work?

The Consent and Preference Identity App serves as a powerful tool for organizations to not only meet regulatory requirements but also to build more trustworthy relationships by prioritizing transparency, user empowerment, and compliance. By seamlessly integrating consent mechanisms into the identity lifecycle processes, the Consent and Preference management identity app ensures that the data conversation is brought to the forefront of the user’s experience. Through intuitive self-service features, users gain the ability to manage their consent and preference settings with ease.

The Consent and Preference Management identity app manages end user’s consent and attribute preferences (i.e., current consent, tracking consent on policies and attributes, tracking consent on user data etc.), while processing their data in a compliant and secure way. As a result, businesses can focus on securely connecting consumers with their online services and apps, protecting their data, and analyzing identity behavior for better engaging customer experiences.

Thales OneWelcome allows clients to support the entire consent lifecycle, giving end users a single view and control over all their consents, and assisting them in exercising their consumer rights regarding data privacy: the right to view, export and edit all their personal data stored within Thales OneWelcome Identity Platform at any time, as well as the right to request to delete their accounts and personal data.

Capturing end-user's Consent & Preference settings

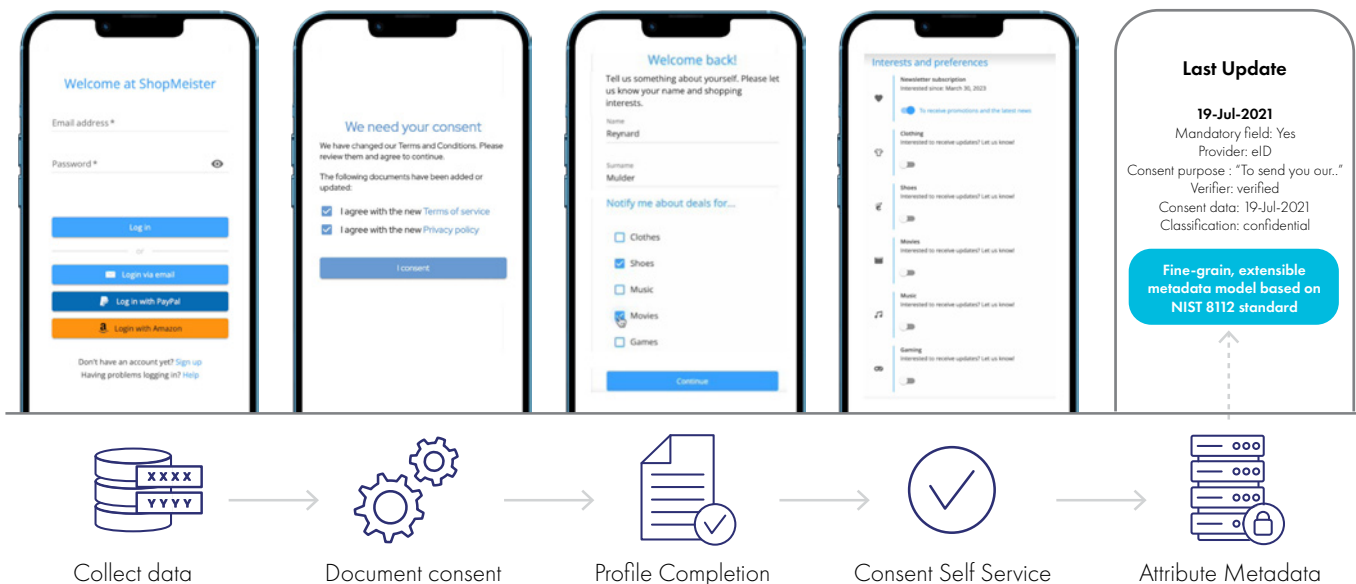
An important success factor for businesses looking to inject simplicity and build trust in their identity registration process lies in establishing a data privacy conversation with their end users. The key is to effectively gather:

- End user's consent for (updated) documents like privacy statements and terms of service

- Preferences and consents for all data attributes besides the ones they need for your services to operate in a compliant fashion
- All processing purposes related to these consent and preference settings

Additionally, end-user's should be able to withdraw consent at any time, just as easily as they gave it. This helps businesses realize that consent is not a "once given" but has a lifecycle through which it builds trusted relationships.

Make privacy and consent an integral part of your user journey



Gain customer loyalty by building – and maintaining – customer trust through Consent and Preference Management

Create high-quality Customer profiles in a compliant manner

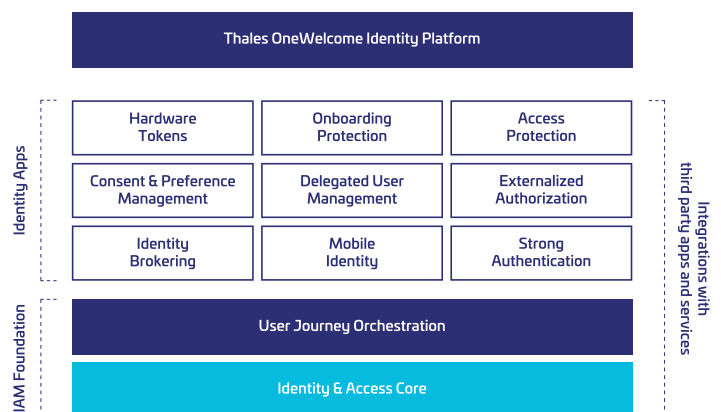
Always-on compliance enables companies to build rich, unique customer profiles.

Increase sign-ups and registration

With Just-in-Time consented data, coupled with progressive profiling, streamline and simplify your customer registration process. Only ask for necessary information needed to perform a particular action.

Establish and build trust through transparent consent processes

Allow customers to add, change or remove consent at key moments of the customer journey, essentially giving end-users better control of their own data



Why leading companies trust Thales

Leading companies around the world rely on Consent and Preference Management capabilities from Thales. Our cloud-based identity platform is an agile, future-proof solution built upon best practices and the industry's strictest standards for security and performance.

To learn more, visit cpl.thalesgroup.com/access-management

About Thales

Today's businesses and governments depend on the cloud, data and software to deliver trusted digital services. That is why the most recognized brands and organizations around the world, rely on Thales to help them protect sensitive information and software wherever it is created, stored or accessed – from the cloud and data centers to devices and across networks. As the global leader in data security, identity & access management, and software licensing, our solutions enable organizations to move to the cloud securely, achieve compliance with confidence, create more value from their software and deliver seamless digital experiences for millions of consumers every day.