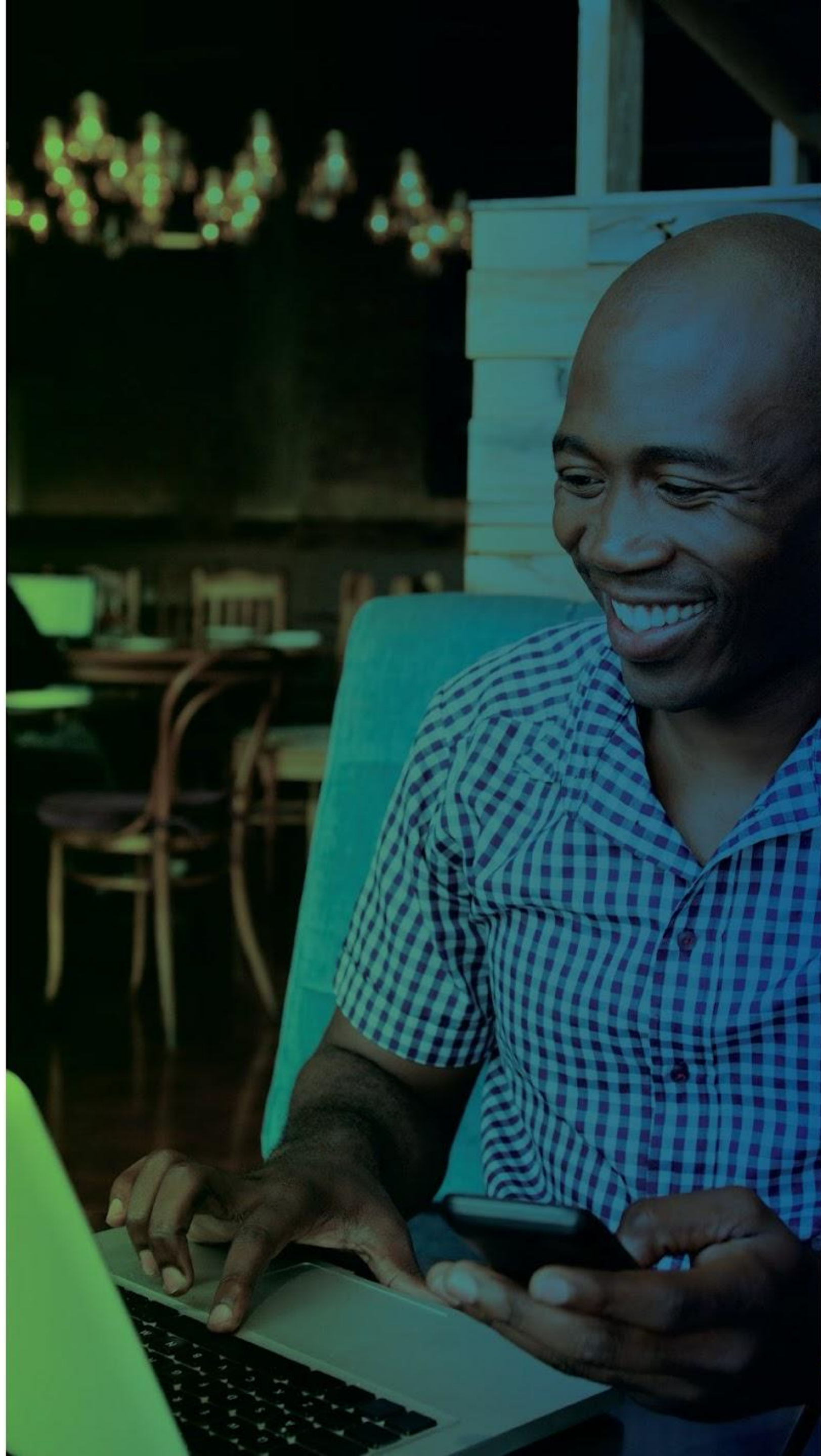# Auditing consent: Essential strategies for improving consent compliance in 2024

Wednesday, March 20th

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12:00-13:00 PM EST
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Speakers

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Today's agenda

- What is auditing consent?

- The importance of consent management

- Need-to-haves and going beyond basic consent management

- Real word case studies

- Strategies for auditing consent management

- Benefits of effective consent auditing

- Q&A

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What is auditing consent?

- Assessing consent mechanisms
- Reviewing data processing
- Documentation and record-keeping
- Identifying risks and gaps

Auditing consent ensures organizations respect user privacy rights and meet legal obligations regarding data protection.

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Importance of consent management

- Clear and transparent consent mechanisms build trust with consumers.

- Ensuring their rights are respected - both on the web and in other use cases.

- Crucial for compliance with privacy regulations such as GDPR, CCPA, and CPRA.

- Failing to obtain valid consent can result in hefty fines, as it did Google and British Airways.

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Going beyond basic consent management

- **Real-time visibility:** Understand what is firing across every page of every property

- **Reduce reliance on third-party tag managers**: Eliminate potential breakage points that can lead to compliance

  gaps

- **Granular data control**: Allow users to specify preferences for each data usage category.

- **Full stack consent**: Don't forget about other places data is being used where consent has to be honored

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Real-world case studies

Social media giant's missteps (Facebook)

- Example: A leading social platform faced backlash due to unclear data practices.

- Lesson: Unclear consent processes can erode trust and incur hefty fines.

E-commerce oversight (Amazon)

- Example: An e-commerce giant neglected consent updates, leading to data misuse.

- Lesson: Regular consent updates are crucial for compliance and reputation.

Mobile app legal action (TikTok)

- Example: Legal action against a mobile app for unauthorized data collection.

- Lesson: Explicit consent for all data activities is essential to avoid legal consequences.

Retail CCPA enforcement (Sephora)

- Example: Sephora fined $1.2 million for CCPA violations, including failure to disclose data sales and honor GPC signals.

- Lesson: Honoring GPC signals and obtaining explicit consent are vital to compliance and avoiding legal penalties.

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Strategies for auditing consent management

- **Regular audits:** Ensure frequent assessments of consent mechanisms - catch gaps fast.

- **Technology utilization:** Employ software for enhanced visibility into AdTech ecosystems.

- **Team collaboration:** Foster cooperation among legal, IT, and marketing departments.

- **Cultivate compliance culture:** Instill a commitment to compliance throughout the organization.

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Benefits of effective consent auditing

- **Enhanced compliance:** Improve adherence to regulations.

- **Trust and transparency:** Build consumer confidence.

- **Risk mitigation:** Minimize legal and reputational risks.

- **Regulatory alignment:** Stay up-to-date on evolving privacy laws.

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Questions?

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Thank you!

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