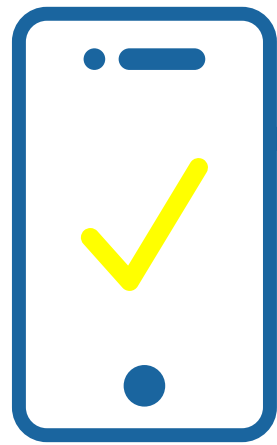


# EVOLUTION OF DIGITAL CONSENT AND PREFERENCES

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## Customer Engagement Occurs Via MULTIPLE CHANNELS

Consumers are interacting with businesses in a variety of ways, and from a variety of different device types and online venues. From smartphones and tablets to third-party social media platforms and the Internet of Things, it's not just about sending an email or picking up the phone anymore...



## Brand Trust

Statistics reinforce ROI through transparency of data collection practices.

### 62%

62% of consumers are more willing to buy from brands who guarantee that their personal information won't be shared with third parties.

### 58%

58% of customers would be more likely to recommend that company to friends and family.

Mistakes mean lost revenue.

### 57%

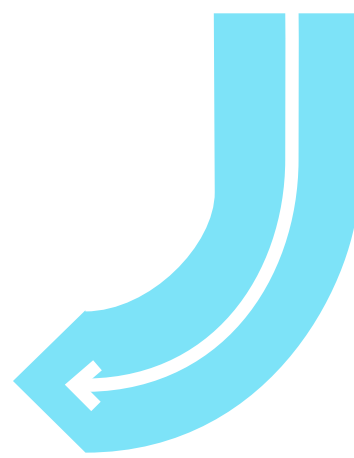
When consumers were asked what they would do if they were contacted via a channel where they did not provide consent, 57% of them agreed that they would cut ties with that company altogether.

Source: The Value Exchange: Unveiling the Commercial Impact of Customer Data Privacy, ZEOTAP



## Unify Consent + Preferences in a CENTRAL LOCATION

Collect, manage, and unify your customer consent and preference data in a single, centralized repository, and continue to offer personalized experiences without the need for additional consent notices.



## Centralizing Your Consent & Preference Management Allows You to:

Stay on top of privacy mandates and adhere to data protection laws.

Easily maintain an audit trail and streamline the auditing process.

Enforce user preferences and customers' choices in real time.

Show you are enforcing and respecting your customers' privacy.



## Focusing on Privacy + Transparency will Earn Your CUSTOMERS' TRUST + LOYALTY

### 90%

90% of people support a business asking for consent before sharing or selling a consumer's information.

Source: Wall Street Journal / NBC

### 75%

75% of people are significantly concerned with organizations using their IoT data without permission.

Source: Internet Society and Consumers International

### 65%

In a recent survey, it was found that 65% of Americans identified data privacy as a pressing issue.

Source: Harris Poll Survey

"By 2025, 75% of the world's population will have its personal information covered by modern privacy regulations..."

— Brad Fager, Gartner Senior Director Analyst

"Customers of firms that offer high transparency and control reported feeling less violated from big data practices... and were more likely to generate positive word of mouth."

— Harvard Business Review

"Customers control over the use and sharing of data, when combined with a transparent privacy policy, can save a company millions."

— Harvard Business Review

AUTOMATED PRIVACY MANAGEMENT SOFTWARE

**clarip**

Find out how Clarip can help you with Consent and Preference Management by visiting [www.clarip.com](http://www.clarip.com)