PRIVACY·OS

Marketing Data Protection Platform

ECOMMERCE EDITION

Consent Management Platform for Marketing and Ecommerce

Cloud software for the centralised and omnichannel Consent management in Ecommerce, Marketing, and CRM throughout their whole life cycle

DO CONSENSUAL

BU$INESS©

GDPR SOLUTION LEADER IN EUROPE
IN THE MANAGEMENT OF CONSENT
FOR MARKETING AND ECOMMERCE

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95% of GDPR sanctions in Marketing and Ecommerce activities are due to Offences on customers' personal data and Consent

Protect your company (and yourself) from complaints, sanctions, and reputational damage

Process managers are also legally responsible!
PrivacyOS helps you and your company to bring order to your Marketing and Ecommerce activities flows, avoiding dangerous misalignments, automatically managing expiries and erasures, and acts as the constantly updated and authoritative source of information on the Privacy of each of your prospective clients and existing customers.

Beware: sanctions are triggered by the misuse of personal data, not paper documents!
PrivacyOS does not deal with the "formal" aspects of the GDPR but with the "substantial" and much more critical ones, related to daily management of personal data and Consent in Marketing and Ecommerce activities.

WHY USE PRIVACYOS?

Specific system for Marketing and Ecommerce

Always up to date with the Italian and European Regulation

All data are processed and stored in Italy

It manages all the legal basis, Data Retention, expiries, and erasures

It can operate both as the Data Controller and as Data Processor

It is classified as a “damage prevention and mitigation measure” (GDPR Article 32)

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6 immediate benefits of using PrivacyOS

Don’t gamble with your company’s reputation!

Play fair: direct your activities only to customers and prospective clients for which you already have consent (that has not yet expired!).

Centralise all Touchpoints in the Master of Consent

Consolidate point of sale Consent and manage Mass Market Retail and points of sale compliance from a single, centralised point.

Manage securely Profiling and Fidelity Cards

Get the most from Profiling and Fidelity Cards by managing Consent properly.

Retrieve all Consents and renew in time the expring ones

Don’t lose business: update your contact lists with ad-hoc campaigns for renewing consent!

Managing privacy with CRM is NOT a good idea!

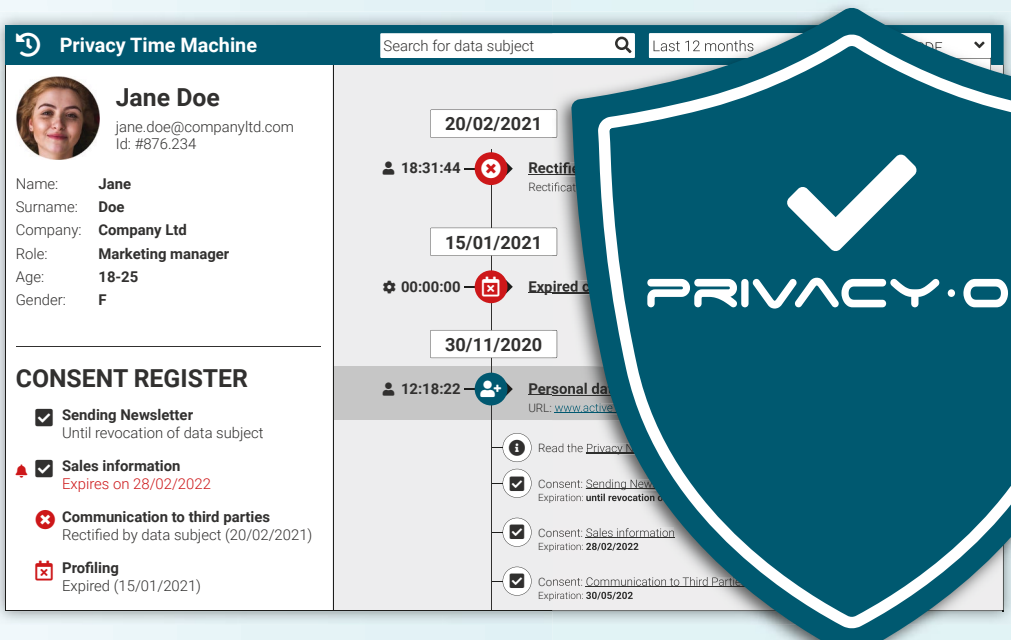
CRM was created to make use of data, not to protect it, and not even custom solutions can do that!

Why risk it? Delegate risks and responsibilities!

Why keep all the risk in house? Outsource your consent management to us, the Cyber Data Protection experts.

Are you sure that you are collecting all the information that will save you and your company?

In the event of disputes, complaints, and inspections, PrivacyOS helps you **recover all the evidence and information** essential to protect you and your company.



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PrivacyOS Key Features

CONSOLIDATION

PrivacyOS **centralises and consolidates Consent** and all privacy issues, including rectifications and objections arising from marketing and Ecommerce..

ORCHESTRATION

PrivacyOS **keeps all your company applications in synch** by updating them as Consent is changed or expires, managing Data Retention and erasures.

DEMONSTRATION

PrivacyOS **protects companies and managers** by reconstructing information and acting as evidence in the event of disputes, complaints, and inspections.

87% of ICT managers have stated that they do not have the necessary tools to guarantee the compliance of their Marketing and Ecommerce processes in the management of personal data and Consent.

81% of Marketing managers have stated that they do not have the tools to adequately manage Data Retention and the related erasures of personal data and Consent.

78% of DPOs have stated that they do not have specific tools to guarantee the complete reconstruction of the data subjects' Privacy history in the event of disputes, complaints, or inspections.

From a survey of 276 SMEs from the Northeast of Italy

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