

The NEW ENGLAND  
JOURNAL of MEDICINE

- + Dedicated 1:1 support
- + Speed and expertise
- + Enhanced consumer trust

## Company Profile

INDUSTRY	SIZE
Healthcare & Publishing	300+ Employees

## Streamlining Compliance: NEJM's Success with TrustArc's Cookie Consent Manager

### CHALLENGES

New England Journal of Medicine (NEJM) faced significant obstacles while implementing a global cookie consent tool. The previous vendor, OneTrust, provided minimal support and guidance, leading to a cookie tool that was neither fully operational nor compliant with relevant regulations.

Specific challenges included:

**Lack of vendor support:**

The absence of assistance from OneTrust hindered the implementation process, resulting in a non-compliant and non-functional cookie tool.

**Uncertainty in consent management:**

NEJM struggled to determine best practices for managing cookie and tracker consent due to a lack of technical guidance, creating inefficiencies and compliance risks.

**Tag management issues:**

Tag management implementation was challenging to ensure proper consent data collection, further complicating the implementation process and jeopardizing NEJM's compliance efforts.



### SOLUTION



To address these challenges, NEJM turned to TrustArc's Cookie Consent Manager. Key solutions included:



**Efficient, compliant cookie and tracker configuration:** NEJM was able to quickly and successfully configure and implement consent experiences and tracker requirements across NEJM's digital platforms. This ensured compliant browsing experiences as well as compliant use of cookies for advertising efforts.



**Tracker management and reporting:** TrustArc's auto-scanning and auto-categorization of website trackers supports auditing efforts and saves time on manual tracker reviews for compliance. The solution's reporting helps ensure ongoing compliance and offers insights into user consent behavior, enriching our data management strategies.



**Expert guidance from a dedicated Technical Account Manager (TAM):** The TAM provided hands-on technical assistance during the implementation process, ensuring configuration adhered to best practices and was smooth. In addition, the TAM provided training, audit scans, and quarterly updates to support performance enhancements.

### RESULTS

The partnership with TrustArc led to several positive outcomes for NEJM:



**Speed to compliance and reduced risk:** With the support of a dedicated technical account manager, the implementation process was expedited, reducing the burden on NEJM's internal resources and allowing NEJM to quickly comply with cookie and tracker requirements.



**Enhanced consumer trust:** By using a robust Cookie Consent Manager, NEJM was able to demonstrate strong commitment to data privacy and be more transparent with site visitors, contributing to increased user engagement and trust with their million+ readers globally, particularly healthcare professionals who value secure and compliant digital platforms.

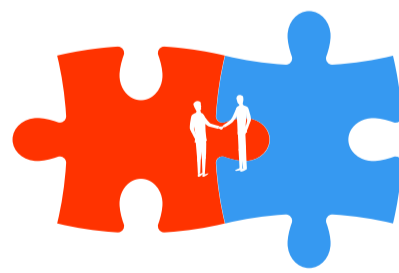


**Consistent branding:** The adoption of TrustArc's solution allowed NEJM to maintain consistent branding across its multiple domains, including font, color, placement, and more, for complete customization, ensuring a cohesive user and brand experience.



### CONCLUSION

By transitioning to TrustArc's Cookie Consent Manager, NEJM was able to overcome the significant challenges posed by their previous vendor. The expert support provided by TrustArc not only facilitated a seamless implementation but also ensured that NEJM could uphold its commitment to data privacy and compliance, ultimately enhancing trust and consistency across its digital platforms.



*We switched to TrustArc from OneTrust because of poor support and an inability to get their cookie tool working on our site. Working with TrustArc has, quite literally, been exactly as we hoped. Our Technical Account Manager has been a big part of our success.*

Sean McInnis, Data Protection Officer, New England Journal of Medicine

## Ready to get started?

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#### About TrustArc

As the leader in data privacy, TrustArc automates and simplifies the creation of end-to-end privacy management programs for global organizations. TrustArc is the only company to deliver the depths of privacy intelligence, coupled with the complete program automation, that is essential for the growing number of privacy regulations in an ever-changing digital world. Headquartered in San Francisco, and backed by a global team across the Americas, Europe, and Asia, TrustArc helps customers worldwide demonstrate compliance, minimize risk, and build trust. For additional information visit [www.trustarc.com](http://www.trustarc.com)