Simplify and Deliver a Compliant Digital Experience Across the Globe

Over the past few years, regulations focused on consumer rights, including GDPR and CCPA have strengthened. With an increased focus on consumer rights, regulators and consumers are proactively and constantly monitoring organizations’ ability to demonstrate compliance.

For over 20 years, TrustArc has empowered thousands of organizations across the globe to deliver a compliant digital experience to their customers, from managing their preferences to staying abreast of the latest laws and regulations.

**TrustArc Consumer Trust**

TrustArc Consumer Trust offering enables organizations to build, grow, and sustain a trustworthy brand by providing an unparalleled privacy user experience and radical transparency to customers. Our configurable solution strengthens customer trust and results in higher retention rates and customer lifetime values.

**Integrated modules that provide the most comprehensive and automated privacy solution to build a trustworthy brand**

- **Website Monitoring Manager**
  - Provide transparency to your customers
  - Maintain an up-to-date cookie policy through scheduled website scans that automatically detect tracker and tracker changes.

- **Cookie Consent Manager**
  - Deliver a customized consent experience
  - Meet global consumer consent requirements and display the applicable consent banner based on user’s location.

- **Individual Rights Manager**
  - Build customer trust
  - Manage data subject requests collaboratively with your team from embedding intake form directly on your site to delivering a quick, on-brand response to your users.

- **Research & Alerts**
  - Be in the know
  - Receive real-time contextual alerts to stay up-to-date with the latest privacy changes.

**Key Benefits**

- **Conduct deep website scanning**
  - to understand tracker behaviour, website performance, and assess vendor risks.

- **Customize the full consent experience**
  - from design to delivery, all tailored to your brand.

- **Deliver an on-brand experience**
  - through customizable intake forms, landing pages, and email templates when fulfilling data subject requests.

- **Configure your regulatory guidance dashboard**
  - based on your role and business to help you deliver the best privacy experience.