CASSIE
SYRENIS

Cookie compliance made simple
True cookie control

A cutting-edge solution

Customisable cookie consent

Despite having a pop-up which gives users the option to decline cookies, many sites still place non-essential cookies automatically on users' devices, making them non-compliant under PECR and GDPR.

To address this problem, we've developed a new cookie management module for Cassie, our personal information management platform, which is simple to set up, auditable and fully compliant.

Core features

Easy to deploy
Set up cookie consent management in a matter of minutes. Simply add your cookie script information into the platform and deploy via a customisable widget.

No complex knowledge required
Other tools can be complicated to set up due to the fact that they require advanced scripting knowledge.

Centrally managed
Consent is fed back into a secure, centralised system in real time, allowing you to collect cookie consent across multiple web properties using a single instance.

Individual level consent
Using anonymous IP address data, Cassie's cookie module allows businesses to attribute cookie consent data to unnamed or named individuals.

Genuine compliance with GDPR/PECR
Because it only allows placement of non-essential cookies after user consent has been granted, Cassie's cookie module is truly PECR and GDPR compliant.

Multilingual and multi-brand
Widgets can be created in multiple languages and for different brands, making the solution suitable for businesses operating across the globe.

Self-service
Customers are put in control of their own consent via your web widget, selecting precisely which cookie scripts to accept and with the option to alter their consent at any point in the future if they wish.

Customisable web widgets
Easily configure the wording and design of your web widgets to ensure that they are on brand and optimised to encourage visitors to opt in.

Auditable
Link cookie consent seamlessly back to individuals who have agreed to identify themselves, giving a full, timestamped audit trail.

How it works

Step 1: Load scripts into your admin portal

Add the cookie scripts from your website into your portal, ready to deploy once users have consented. Nominate the types of cookie and include additional information to describe their purpose.

Step 2: Create and customise widgets

The module comes with pre-templated but fully customisable widgets for convenience and total brand control. Set yours up in a matter of minutes, ready to deploy onto your site(s).

Step 3: Add widget to site

Copy and paste the widget code generated within your cookie admin portal into your website(s). An IT team can easily do this for you if you are not trained in how to do it yourself.

Step 4: Users manage their own consent

When a new user visits your site(s), non-essential cookies will no longer be placed automatically. Instead, your widget will display, giving the user the option to accept and decline cookie scripts as they choose. Only once consent has been given will the cookies be created on their device.

Ready to get cookie compliant?

Cassie takes the technically complex challenge of cookie consent management and makes it simple for businesses to implement.

Once set up, any future changes to consent are managed by the user and recorded automatically back into Cassie in real time.

Contact us

Want to arrange a demonstration or discuss your requirements?

Call us on +44 (0) 1928 622 302 or email us at info@syrenis.com

Contact us to arrange a demonstration of a cookie management solution which is:

• Fully compliant with GDPR and PECR
• Quick and simple to set up
• Brandable in multiple languages

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