



Personal information  
management platform

# Customer data made simple

An easy and compliant way to manage  
personal information and customer marketing  
preferences within your organisation



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# Does any of this sound familiar?

**I struggle to centrally manage opt-ins and opt-outs**

There's no easy way to track what my customers have agreed to

**I'm not currently able to measure and optimise my opt-in rates**

Maintaining GDPR compliance is eating into our resource

**Our various systems quickly get out of sync**

We have to offer very broad opt-ins and opt-outs, rather than focusing on specific channels or topics

**Dealing with Subject Access Requests is time-consuming**

I don't want to change from the systems we're already familiar with as a business



# We can help

**We've helped countless businesses like yours to overcome the challenges of consolidating personal information and customer preference data into a single, trackable version of the truth.**

Turn those challenges into opportunities with a sophisticated personal information management platform such as Syrenis Cassie. Not only does it enable compliance with GDPR and other data privacy legislation, it can actually increase opt-in conversions and drive up the value of your marketing database.



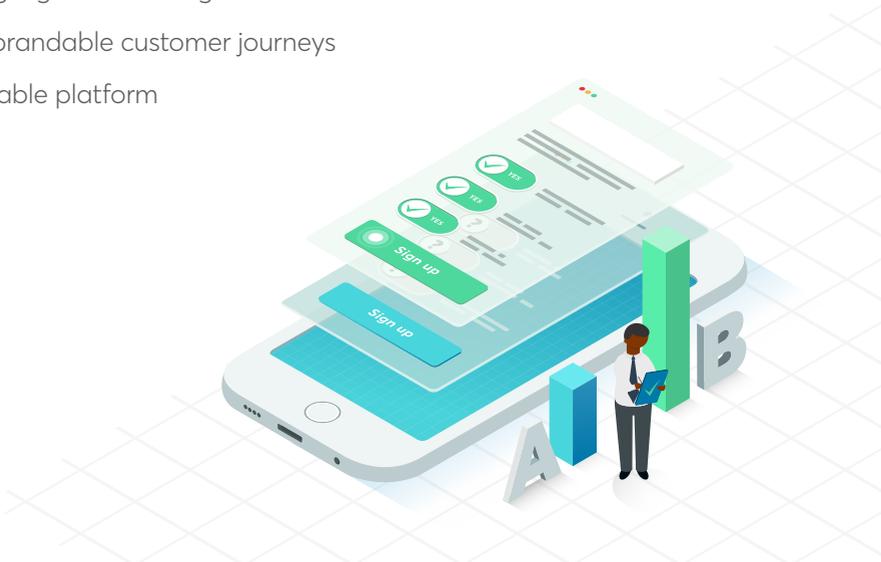
# Making your life easier

- 01 Improves personal information and consent management right away
- 02 Works with existing systems, tools and websites
- 03 Collects and updates data and preferences through branded interfaces
- 04 Makes permissions straightforward for call handling and sales teams
- 05 Reduces consent churn and increases the value of your database
- 06 Builds customer trust and improves internal efficiency
- 07 Keeps information in sync
- 08 Gives total peace of mind
- 09 Simplifies audits and personal information requests
- 10 Removes worry and resource drain caused by future compliance regulation changes
- 11 Gives marketing teams creative freedom
- 12 Grows with your organisation



# How does it do that?

- 01 Fast set up and onboarding process to get you up and running quickly
- 02 APIs, widgets and push technology allow easy integrations with existing systems, tools and websites
- 03 Fully customisable forms and widgets, supporting graphics
- 04 Clean, customisable, bolt-on customer service interface
- 05 Offer granular opt-ins and opt-downs and preference holidays, rather than an all-or-nothing approach
- 05 User-friendly bolt-on portal for contacts to transparently self-manage their permissions
- 07 Permissions sync either in real time or batch mode to suit your system set up
- 08 Secure and reliable cloud-based system
- 09 Single point of truth for all personal data within your enterprise
- 10 System is updated automatically to include requirements for upcoming legislative changes
- 11 Flexible, brandable customer journeys
- 12 Fully scalable platform



# A positive brand experience

Turn cumbersome personal information management into a sleek, positive brand experience and an opportunity to increase conversion rates with prospects and customers using Cassie's suite of features.

Got multiple brands or working across different geographic territories? Cassie can flex to suit your business' unique requirements, all from a single system.



# What others say



**"Working with the Syrenis team to develop and launch the Fundraising Preference Service was a positive experience and the system has worked extremely well for us. Their ability to fully understand our requirements helped ensure that the system was right first time and delivered on time."**



**Daisy Houghton**

Head of Secreteriat and Corporate Services, Fundraising Regulator



**"Syrenis implemented our vision for managing transparency and choice with a complete appreciation of the operational, compliance and technical requirements associated with processing personal data for business, advertising and marketing purposes."**



**Chris Field**

Corporate Privacy Director, Harte Hanks

Syrenis software is trusted by and powers leading enterprises and governments across the globe



# Got questions?

Want to speak with us about features, pricing or arranging a demo for your colleagues? We'd love to hear from you.

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