

Challenges

Non-Compliance

- » Many organisations are still not compliant with cookies.
- » 86% of UK's most-visited websites failing GDPR compliance tests.
- » Recognising scripts like YouTube as cookies that need to be factored into your cookie policy.
- » Difficult to have one central location to manage all cookie variations, third party etc.



User Expectations

- » With the introduction of GDPR users are aware of their Personal Information Management (PIM).
- » Users are becoming aware of cookies and the impact they have on their online experiences.
- » Users are expecting more from the brands they choose to spend with.
- » Consumers are choosing to spend with brands who are accountable and responsible with their PIM, including cookie preferences.

Brand Consistency

- » Lack of brand consistency or experience with cookies.
- » Most cookie polices are intrusive and cause confusion for users.
- » Cookie banners should be included in the customer experience - as it's often the first point of contact.
- » Organisations that manage multiple websites need to deploy multiple banners.

YOU are responsible...

Website visitors want the best user experience: third party services are often the most efficient way to deliver it. When signing up to services which use cookie scripts, such as ad tracking, site owners often forget that **they are solely responsible for the data security and preference management of visitors** to their site.

Legislations

What does GDPR say about Cookies?

"Natural persons may be associated with online identifiers [...] such as internet protocol addresses, cookie identifiers or other identifiers [...]. This may leave traces which, in particular when combined with unique identifiers and other information received by the servers, may be used to create profiles of the natural persons and identify them." - Recital 30.

This means that where cookies can be connected to individuals, such as through an IP address, explicit consent must be given. As most sites use popular analytics providers to track their web traffic, this applies to the majority of websites and the option to truly decline cookies must be present.



What the recent CJEU Ruling means for you...

- » Explicit Consent - The CJEU decided that consent obtained using a pre-ticked box is not valid because it does not meet the requirement for an affirmative consent imposed by the ePrivacy Directive, the Data Protection Directive and, now, the GDPR.
- » Informed Decisions - Users must be given information on what cookies you use and how you use them to make an informed decision.
- » Auto Selections - The default for all cookies, accept strictly necessary, must be off/no. You can no longer auto-opt in users.

Cassie and Cookies

Cassie approaches the complex issue of cookie management from a new perspective! Cassie brings you the business benefit of being able to see a holistic granular review of a data subjects' preferences and permissions whilst also giving you complete compliance.

Our solution will support:

Explicit Consent

- » All scripts are placed into your cookie policy ensuring no scripts, unless strictly necessary, are pre-loaded.
- » Cassie provides the right for users to explicitly consent to cookies, removing any compliance concerns of 'implied consent'.
- » If a user chooses to make no action, then no cookie scripts will load onto their browser.

Informed Decisions

- » All statements for users can be created and edited in the admin portal, ensuring that users receive information before making their decision.
- » Cassie supports granularity for each variation of cookie, allowing users to accept different cookies for i.e. Google Analytics & HotJar, rather than all cookies in tracking & advertising.

Auto Selections

- » All cookies are automatically set to default off, ensuring your users can make informed decisions on which cookies to accept.
- » Unless a user chooses to accept all cookies, the user will be able to go into the policy and accept/decline all variations of cookies, including GA which is the most common default 'on' cookie.



Cassie will help your business with:

Strategic Data Compliance

- » Often cookies is the starting point of a user's journey with your brand. Having a compliant cookie solution will enable you to continue to access customer insights, whilst remaining compliant under GDPR & upcoming ePrivacy.
- » Cookies is just a small part of the data you collect about an individual. A solution that can provide you with a full view of your users preferences, including cookies, will give you a deeper understanding of your customers.

Building Brand Strength With Transparency

- » Now more than ever consumers are expecting more from the brands they spend with. Trust has been depicted as a significant part of a business's success over the next 7 years, especially around the trust of consumers data.
- » By being responsible with your users data you will be able to build a trust that has longevity accessing Customer Lifetime Value.

Improving Customer Experience

- » Cookies is the first point of contact. Often it's a basic experience for users of your website. Differentiate your brand by providing a consistent, engaging experience for cookies.
- » Customise your cookie policy to ensure it's on brand. Multi-brand organisations can benefit from a solution that can be deployed across multiple sites, recognising users cookie preferences when they visit an additional site managed by you.