

Privacy Validation

DEFINITION

Testing web properties to ensure compliance with legal regulations and company policies.

RELATED TOPICS

- Data Privacy Compliance
- Website Data Privacy
- Website/Customer Data Collection
- Privacy Compliance
- Data/Tag Management
- Marketing Operations

ObservePoint

ELEVATOR PITCH

With so many data privacy regulations, it's clear data protection is a major public concern. Your company needs to proactively secure data collection on your website to protect your customers, your data, and your reputation. ObservePoint automatically audits your website at scale to ensure compliance to external and internal data collection regulations.

QUESTIONS WE ANSWER

- Privacy Policy link on all pages?
- "Do Not Sell/Share" link on all pages?
- Cookie Consent banner on all pages?
- CMP block/allow cookies/tags for all consent preferences?
- Where are new/unapproved cookies/tags on my site?
- Any requests from countries/regions/domains we shouldn't send data to?

THINGS WE DON'T DO

- Monitor PII. (Only find where PII *could* be collected)
- Alerts for non-compliance (*Coming soon!*)
- Link cookies and tags that set them (*Coming soon!*)
- Automatically categorize cookies/tags
- Consent categories on Journeys

LOGOS WON



75% of the world's population will have data privacy regulations by 2023. **iapp**

Privacy Validation

TARGET PERSONAS

Anyone interested in legal and proper website data collection and protection.

DEPARTMENTS

- Legal
- Privacy/Compliance
- Marketing (Ops/Dev)

EXAMPLE TITLES

Chief

- Data Protection Officer
- Data Privacy Officer
- Data Officer
- Privacy Officer

Head/Director/Manager

- Data Protection
- Privacy
- Data Privacy
- Compliance
- Marketing Ops

Often no official title (so new)

PAIN POINTS

Fear

- Failing regulations
- Being fined

Disparity

- Decided/managed by different departments
- Legal/Privacy making decisions (policies, consent mgmt, banners, etc.)
- Rely on Marketing/Analytics/Dev to implement/maintain

Expertise

- Legal/Privacy don't know technology, terminology, processes, risks
- CMPs particularly difficult

Change

- Websites constantly changing
- Difficult to maintain privacy implementations
- Know/react to new regulations

Unmonitored Threats

- Piggyback, hardcoded, rogue tags
- Third-party data transmission

Time

- Often only part of regular day-job

KEY BENEFITS

Accountability

Consistently monitor/validate data collection points

Visibility

Into current state from any department

Proactivity

Manage exceptions/errors/new activity/tech

Granular

Get to source with page-level details

Proof of Effort

Actively investing/monitoring website mitigates fines

COMPETITORS

crownpeak

OneTrust
PRIVACY, SECURITY & GOVERNANCE

Tag Inspector

datatrue