Automatically audit and monitor your web properties to ensure compliance.

As more and more data privacy regulations with staggering fines are being passed, it's clear that data protection is a major public concern.

Audit your website for data collection requirements, so you can ensure compliance to privacy regulations.

Questions We Help You Answer

Are my Privacy Policy and "Do Not Sell/Share" links on every page?

Most regulations require your Privacy Policy (some include "Do Not Sell/Share" link) to be on all pages. But this simple requirement is easy to fail, and is a quick way to get a privacy violation.

- Audit your site for "Privacy Policy" and "Do Not Sell/Share"
- Discover all pages missing those elements
- Automate Audits for ongoing compliance

VARIABLES (2)	# OF UNIQUE VALUES	PAGES WHERE VARIABLE IS SET	PAGES WHERE VARIABLE IS NOT SET
privacy notice	2	997	0

> OT OneTrust CMP		> Google Analytics 4
> Google Ads Remarketing		> Google Global Site
> Google Universal Analytics		> Google Tag Manager

PAGE URL	TIME (sec)	PAGE STATUS CODE	# OF REQUESTS
> 935 URLs with value of true			935
⌄ 62 URLs with value of false			62
https://developer.content.com/onetrust/docs	8.2	302	1
https://onetrust.com/join	3.7	307	1
https://my.onetrust.com/training	7.3	301	1
https://www.onetrust.com/br/	5	200	1

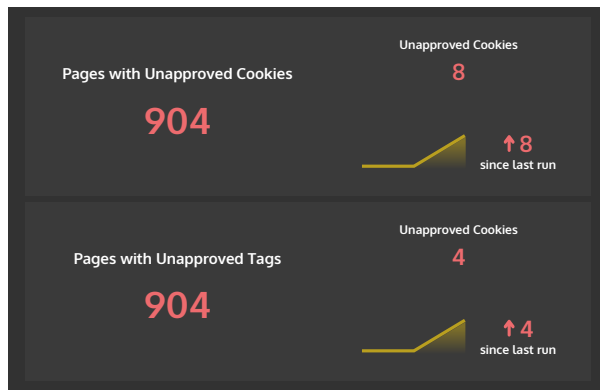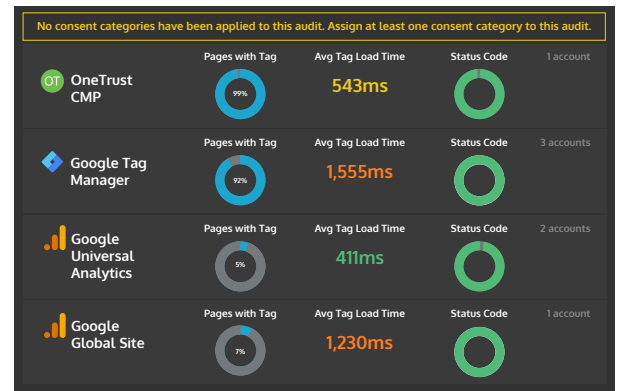| TAG NAME	ACCOUNTS	PAGES MISSING TAGS	PAGES WITH TAGS
> OP ObservePoint Data	1	3	997
> OT OneTrust CMP	1	8	992
> Google Global Site	2	21	979
> Google Universal Analytics	4	54	946
> Google Ads Remarketing	4	12	946
> Google Tag Manager	3	64	915
> Google Analytics 4	1	75	925
> DrawBridge	1	96	904

Is my Cookie Consent banner on every page?

Fines in the billions of dollars and euros have been imposed for this avoidable violation. If using a consent management platform (CMP) for your consent banner, you need to ensure it's loading on every entry page for users to access.

- Audit your whole site for the CMP tag
- Get a list of URLs where it's missing
- Schedule regular Audits to monitor

PEPSICO D∅LL US bank vodafone Dropbox

Does my CMP effectively block/allow user-specified cookies and tags?

Just because the banner is there doesn't mean your CMP is doing what you expect. If not implemented correctly, denied tracking may still occur.

- Configure your opt-in/out options
- Regularly test these against your CMP
- Verify you're honoring users' preferences

	Pages with Tag	Avg Tag Load Time	Status Code	
OT OneTrust CMP	99%	543ms		1 account
Google Tag Manager	92%	1,555ms		3 accounts
Google Universal Analytics	5%	411ms		2 accounts
Google Global Site	7%	1,230ms		1 account

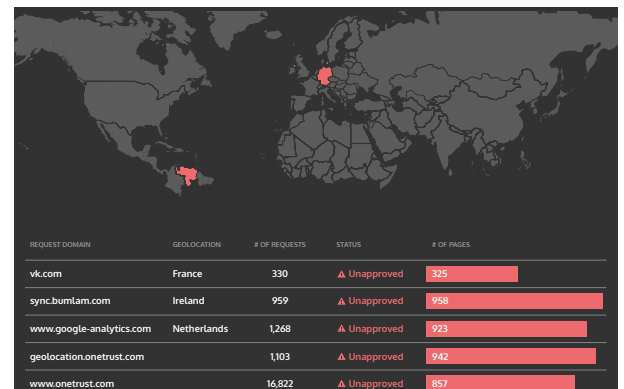## Where and when are new/unapproved technologies appearing?

With multiple teams frequently updating your site, you need to keep a sharp eye out for new technologies to be vetted before they put you at risk.

- Schedule regular Audits for new tech
- Vet and assign as Approved or Unapproved
- Ensure only approved tech is on your site

Pages with Unapproved Cookies

904

Unapproved Cookies
8

↑ 8
since last run

Pages with Unapproved Tags

904

Unapproved Cookies
4

↑ 4
since last run

Are requests coming from unauthorized locations?

Data transfers to unauthorized countries, regions, or domains are a major part of many regulations, but they can be difficult to monitor.

- Set approved/unapproved locations
- Review any new/unapproved requests
- Keep your data where you want it

REQUEST DOMAIN	GEOLOCATION	# OF REQUESTS	STATUS	# OF PAGES
vk.com	France	330	⚠ Unapproved	325
sync.bumlam.com	Ireland	959	⚠ Unapproved	958
www.google-analytics.com	Netherlands	1,268	⚠ Unapproved	923
geolocation.onetrust.com		1,103	⚠ Unapproved	942
www.onetrust.com		16,822	⚠ Unapproved	857

Get a **free 100-page Privacy Audit** to see how it works.

Let us show you what we can find on your site. It's easy, simply:

1. Enter your website domain and email address.
2. We'll scan 100 pages and send you the report!

observepoint.com | 1.855.878.8466 | **info@observepoint.com**