

# Consent Solution for Websites

How to become GDPR and ePrivacy cookie  
compliant on your website

Cookie Information 2021



# Does your website use cookies?

## Rules on consent to cookies – in brief

**Do your domains set cookies?** Then your business needs a proper consent solution to collect your users' consents to the following personal data processing in order to meet the requirements of the ePrivacy Directive and the GDPR.

### What constitutes valid consent to cookies?

A valid consent is freely given, informed, specific and unambiguous. Therefore, your consent solution must:

- Hold back cookies until consent is given.
- Inform your users that your website uses cookies.
- Present users with privacy controls to opt-in or out of cookies.
- Offer your visitors the possibility to decline cookies.
- Inform users about who processes data, for what purpose and for how long.
- Store user consents for 5 years to document consent to Data Protection Authorities.

*Cookie Information's Consent Solution can handle all this – and more.*



# Consent Solution for websites

## What will your website get?

Cookie Information's Consent Solution is not just a cookie pop-up. It is a complete solution for your website. It will make sure you comply with the ePrivacy Directive and the GDPR when using cookies.

### With the Consent Solution you can:

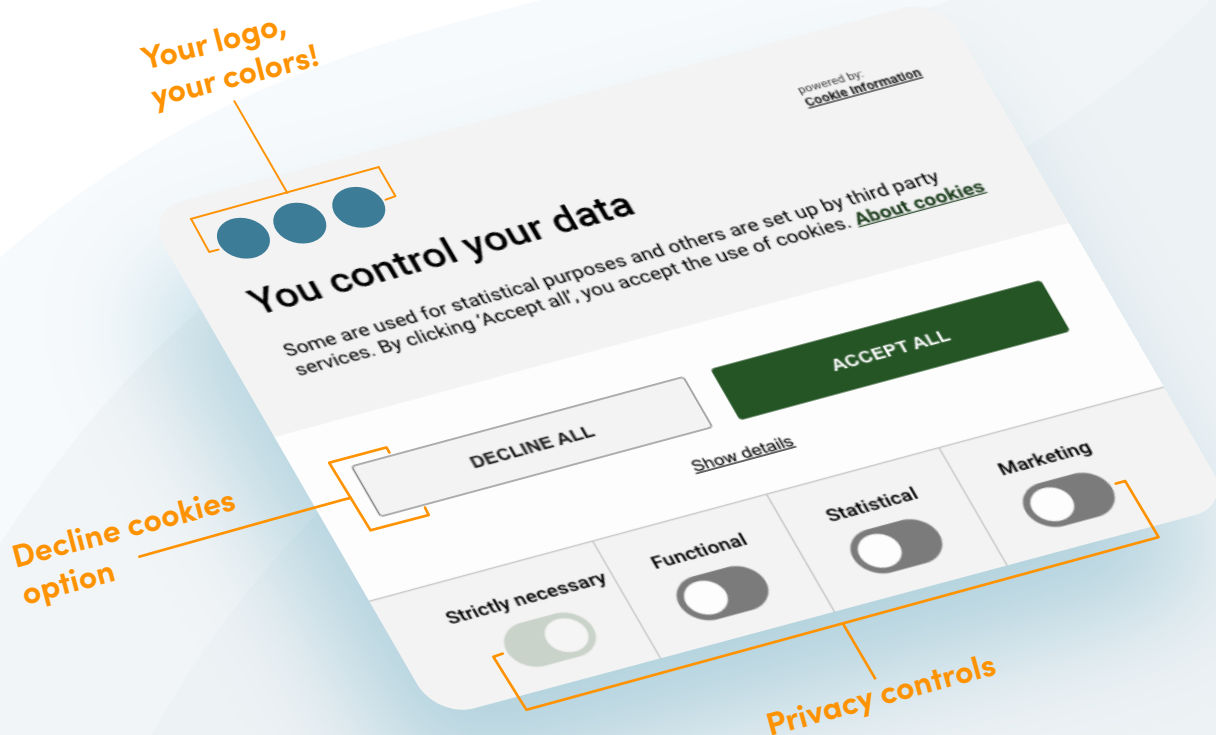
- Collect valid consent to cookies.
- Offer users to opt-in or out of cookies by purpose.
- Inform your users of cookies and data processing.
- Document consents (in case of inspection by Data Protection Authorities).
- Have your website scanned for cookies and other tracking technologies on a regular basis.

### What more can you get?

- Complete overview of all consents on all domains (one solution).
- Hold back cookies until consent is received.
- Custom designed consent pop-up (company logo and colors).

*Read on to learn more about what you can get with Cookie Information's Consent Solution.*

# Consent pop-up & privacy controls



## Consent Pop-up

The consent pop-up is the first thing your visitors will see on your website. The pop-up informs your visitors of cookies and data processing, and it asks for a freely given, informed, specific and unambiguous consent.

## Privacy Controls (opt-in or out of cookie purposes)

With our Privacy Controls your users can easily opt-in or opt-out of consent to specific data processings (cookie purposes). The Privacy Controls are easy to use and inform the user who processes data and for what purpose (as required by the Data Protection Authorities).

# Website audit & cookie policy



## **Website Audit**

Cookie Information frequently scans your domains for cookies and tracking technologies. You decide how frequently we scan your websites and how many pages on each domain you would like scanned. The audit ensures that you are always up to date on cookies on your website.

## **Cookie Policy**

Your cookie policy contains detailed information about the cookies you use on your website. The policy describes who receives data through cookies (e.g. third-parties), and what purposes they use the personal data for (e.g. marketing). The cookie policy is based on your website audit and is frequently updated automatically (you decide the frequency).

# Consent log & knowledge base



## Consent Log

With Cookie Information's consent log, all your users' consents are stored securely for 5 years as documentation for consent. If your company is subject to an inquiry by the Data Protection Authorities, we deliver all consents.

## Knowledge Base

Our Knowledge Base is used to update your domains' cookie policy. The Knowledge Base contains detailed and new information on +200.000 first and third-party cookies.

# Control, insights & design



## Cookie Control SDK

Hold back cookies until consent is given. Our Cookie Control SDK controls the scripts which set cookies. This ensures that cookies are first stored on the user's device when valid consent is given. Cookie Control SDK can be implemented through scripts and Tag Managers.

## Compliance Dashboard

The Compliance Dashboard is a powerful tool which gives you complete overview of all consents on all your domains. With the Compliance Dashboard you get executive insight into consent rates, unclassified cookies and potential breaches to ePrivacy and GDPR.

## Custom Designed Pop-up

Get a custom designed consent pop-up with your company logo and colors. A consent pop-up does not have to be an annoying element on your website. Custom design it - make it yours - and integrate it beautifully with your website's UX design.

# Get started fast & easy *in 4 easy steps*

Go to [cookieinformation.com/registration](https://cookieinformation.com/registration)

**Step 01**  
Create User



**Step 03**  
Design Popup



**Step 02**  
Add Domains



**Step 04**  
Implement Popup



## About Cookie Information

Cookie Information is a PrivacyTech company endorsed by the Danish state. We develop software which helps your business comply with the GDPR and the ePrivacy Directive when you use cookies on your website. Complying with ePrivacy and the GDPR online builds trust with your user base and gives you competitive advantages. We handle +15 billion consents each year.

Cookie Information was founded in 2011. Our headquarters are located in central Copenhagen (Denmark), and we also have offices in Oslo (Norway) and Munich (Germany). Cookie Information provides solutions globally.