

# Privacy, Trust & Identity in a “Cookieless” World

13th October 2021

**OneTrust PreferenceChoice™**  
CONSENT & PREFERENCE SOFTWARE

# Today's Speakers



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Offering Manager

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PreferenceChoice



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Trust | Adobe Experience Platform

# Today's Agenda

**01** | Introduction

**02** | Landscape Overview

**03** | Future-Proofing the Data Lifecycle

**04** | Next Steps and Q&A

# OneTrust

PRIVACY, SECURITY & GOVERNANCE

## MAKE TRUST A COMPETITIVE ADVANTAGE

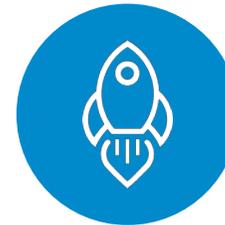
Implement transparent user experiences to build trust with your audiences

The Trust Fabric of an Organization:  
Operationalizing Privacy, GRC,  
Data Governance, Ethics & ESG in  
One Platform



### #1 FASTEST GROWING

48,000% 3-Year Growth Rate  
150+ Patents Issued



### \$920 MILLION RAISED

\$5.3 Billion Valuation



### 10,000 CUSTOMERS

Big & Small Organizations  
+300 New Customers Monthly



### 2,000 EMPLOYEES

40% in Product R&D  
13 Global Locations  
+100 New Employees Monthly



# The Changing Marketers' Landscape

# Shifts Impact Marketing Data Collection & Personalization

## PRIVACY REGULATIONS

GDPR | CCPA | CPRA

## MEDIA COVERAGE

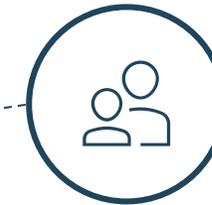
HEADLINES | SOCIAL DILEMMA

## TECHNOLOGY

ITP, iOS 14 and IDFA | 3rd-party  
Cookies



IMPACT TO CUSTOMERS  
AND MARKETERS



Provides more control  
to consumers

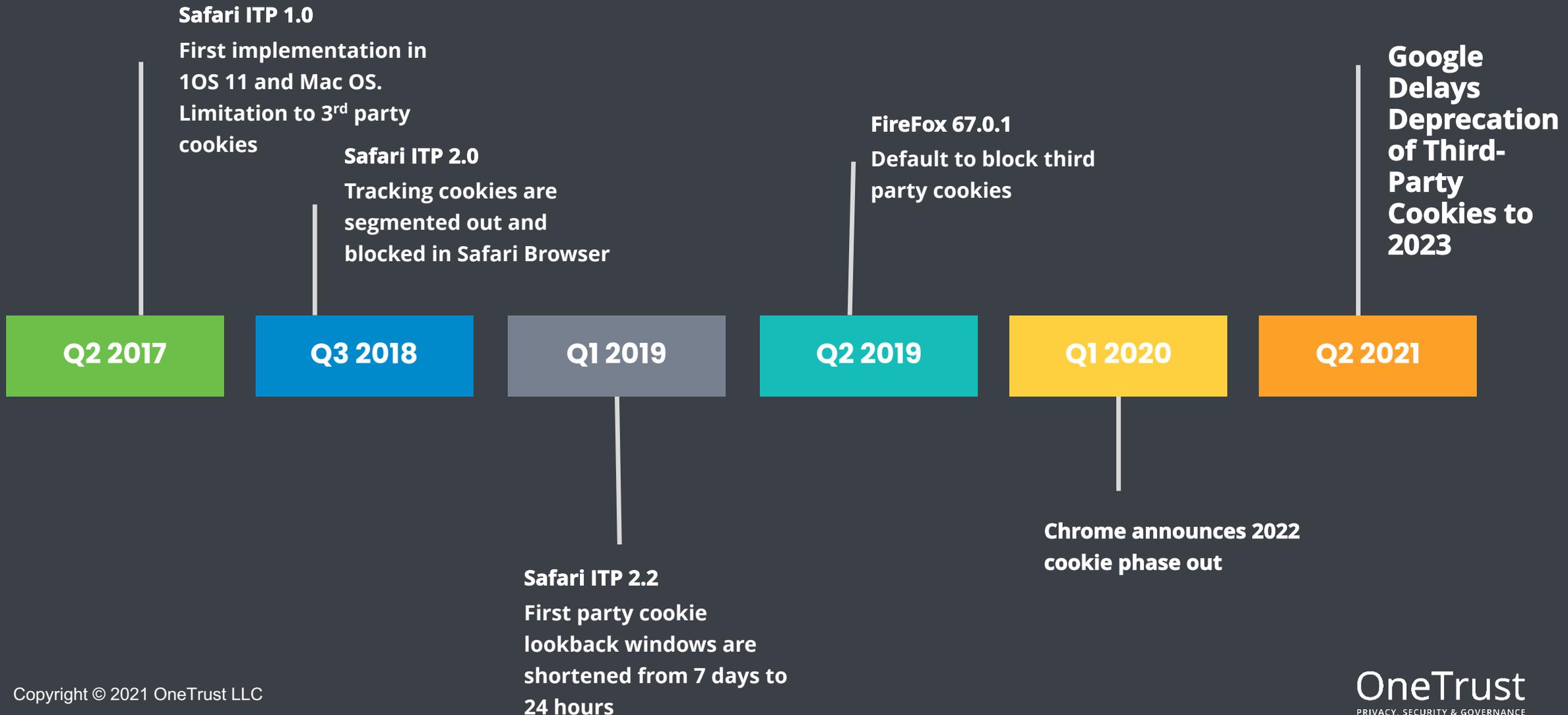


Restricts browsing  
activity tracking  
capabilities



Limited ad targeting  
and personalization

# When Will Third-Party Cookies Go Away?



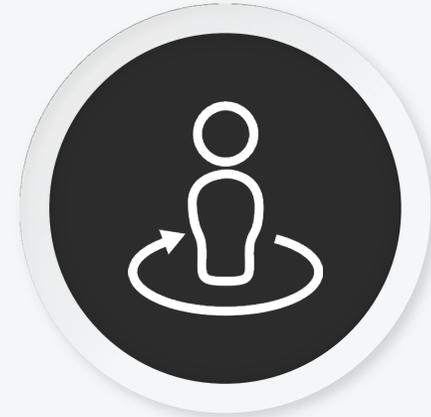
# Personalized experiences require customer data



Consumers exercising  
more control



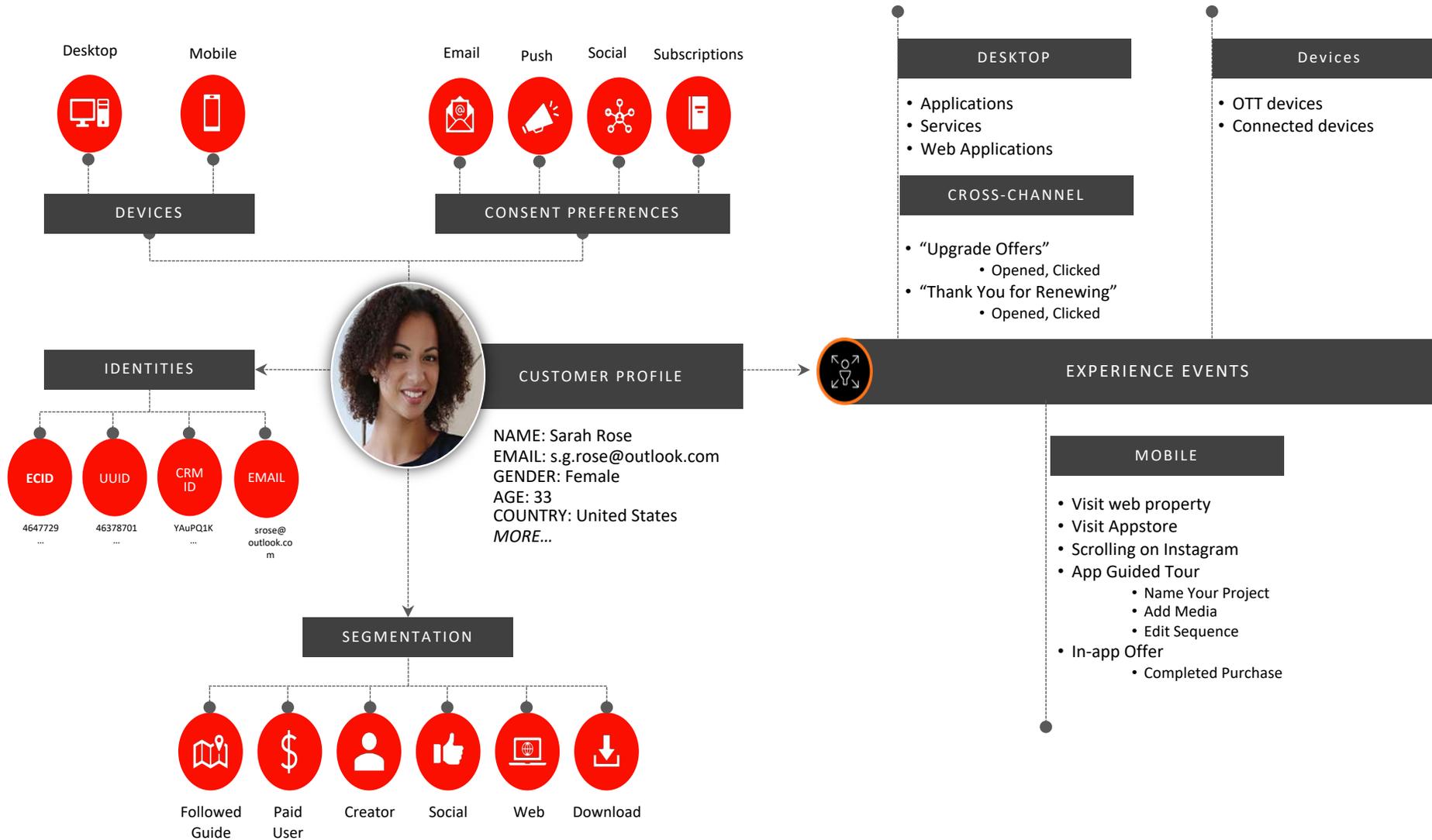
Privacy regulations  
proliferating



Third-party  
Cookies going  
away

Consumer Trust is Becoming Key

# Customer Data Opportunity & Challenge

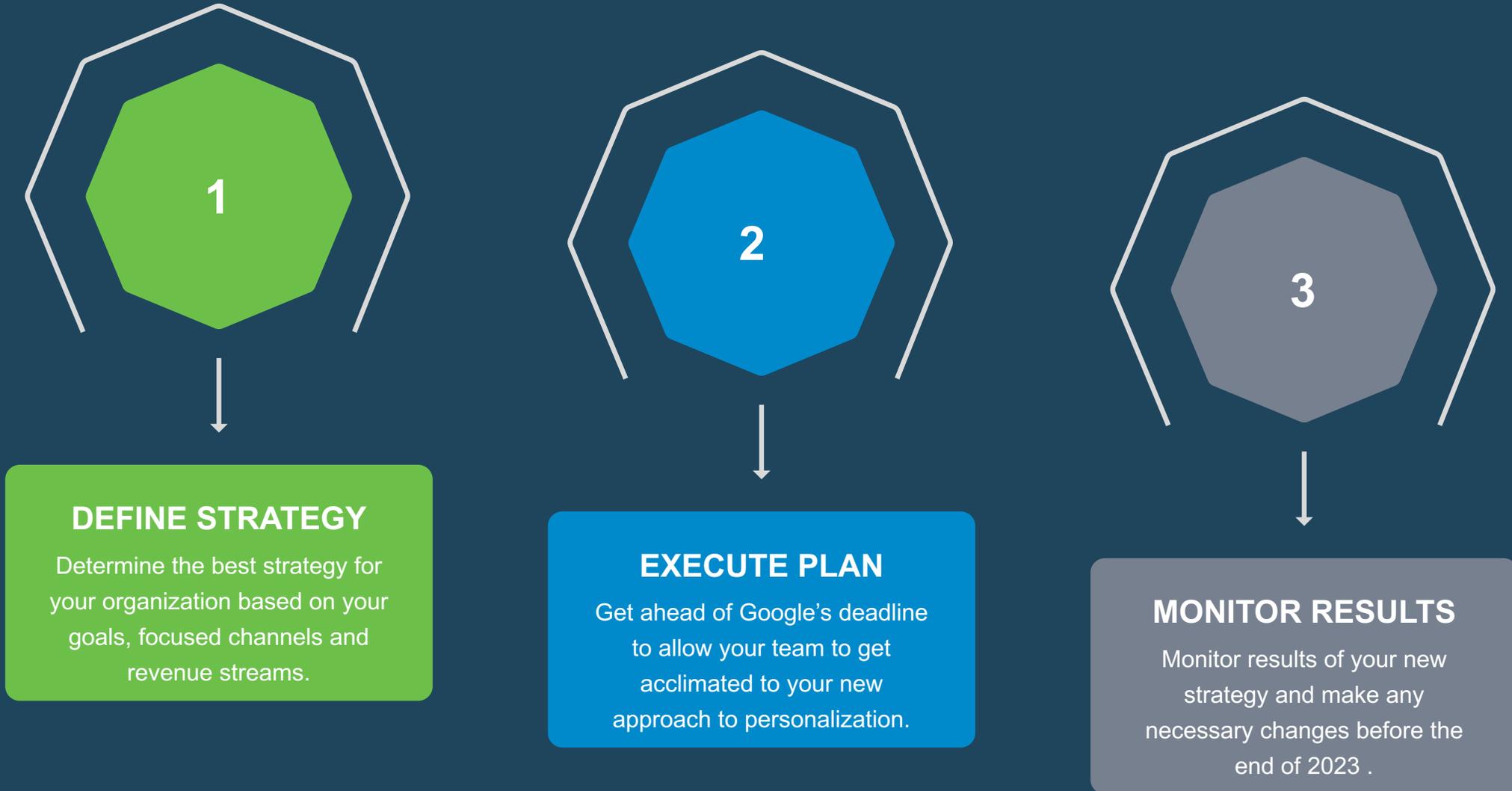


# Future-Proofing the Data Lifecycle

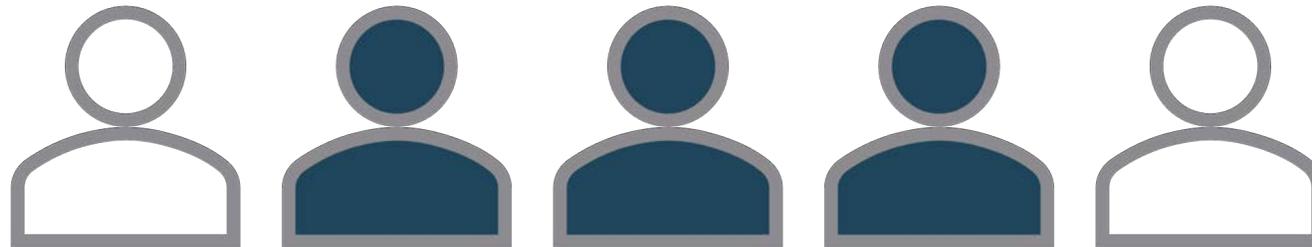
# 88%

**of marketers say collecting first-party data is a 2021 priority**

# Developing a Plan of Action Ahead of Cookie Deprecation



# Four Primary Steps to Consider



**3 in 5 Marketers said 1<sup>st</sup>-Party data drove stronger ROIs for their campaigns**

# Build Profiles Around First-Party Data, Consent and Preferences



## REGULATED CONSENT

CCPA, TCPA, CASL, GDPR

Cookies, Tracking Technologies, Location Tracking, Data Sharing, Email and SMS Communications

## COMMUNICATION PREFERENCES

Types of Content (Promotions, Product, etc.)

Frequency of Communications (Daily, Weekly, etc.)

Channels (SMS, Email, Phone, etc.)

## FIRST-PARTY DATA

Data to Inform Campaigns and Enhance Segmentation

Name and Email Address

Location Information, Job Details,

Personal Characteristics, Custom Questions

# Consent & Preferences in the Information lifecycle



COLLECT



STORE



USE & SHARE



ARCHIVE/DESTROY

CHALLENGES

Obtain consumer consent & preferences and collect data accordingly.

Store consent data related to collected consumer data.

Use and share consumer data according to consent.

Keep consumer data only for the needed/authorized time, based on data retention policies, consent and consumer expectations.

# Consent & Preference Management Flywheel



**Better Together!**

**OneTrust**

**+**



**Adobe Experience Platform**

**Customer trust**

Comprehensive  
consent capture  
& management

Preference  
center as an  
experience

Consent  
enforcement

Privacy conscious  
experiences

# Thank you!

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