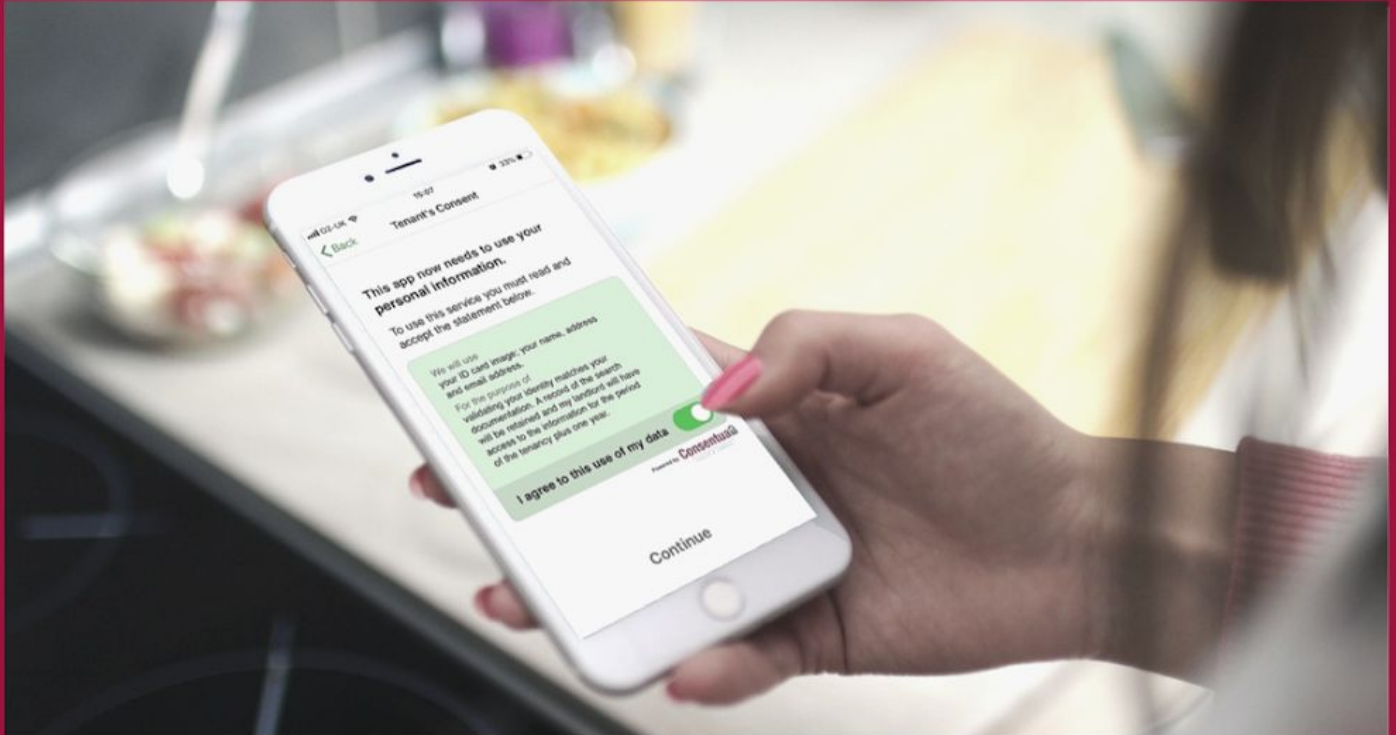


Consentua

CHOICE & CONTROL



Partner Pack

How to sell to your customers
Pricing and after sales support
Collateral and further information

CALL CONSENTUA AT ANY TIME ON 02392 160640
OR EMAIL CONTACT@CONSENTUA.COM

What is Consentua?

Consentua is a simple, flexible yet powerful consent management tool.

It provides everything a business needs to build trust with their customers and meet consent requirements under any worldwide data protection legislation.

By handing the end user choice and control over how their personal data is used, Consentua delivers more transparent and trustful B2C relationships.

Consentua is definitely not a simple website cookie consent tool! It can be deployed in any digital customer service to capture a standardised record of consent or demonstrate that customer rights have been explained. Our customers have used Consentua on websites, within apps and even within connected devices, such as cars.

What problems does Consentua solve?

Consentua ensures organisations are compliant when it comes to proving they have consent to process personal data. Ensuring compliance with ePrivacy and Data Protection directives, including the EU GDPR and the Californian CCPA.

With data regulators actively investigating and fining organisations for failure to meet data regulations, it is imperative that consent is proven. Consentua can help prevent your organisation being fined up to **4%** of global revenue.





A consent management platform (CMP) that gives customers real choice and control at a purpose level, Consentua is the single go-to place for any interactions. Deployable across the enterprise, supporting any language.

Compliance teams and Data Protection Officers can access a trusted consent audit. Set up in minutes and ready to report on immediately via the dedicated administrator dashboard.

Consentua enables you to deliver a more trusted engagement, improving the customer experience. Many services ask for consent at the start of the brand relationship, which customers find confusing, cluttered and scary. With Consentua, you ask for consent as you need it, and build a consent profile over time.

Customers can interact with their real-time consents at any point via a simple consent dashboard which is usually included as part of your service's user profile page. Deploying Consentua gives customers choice and control over their personal data, wherever they are in the customer journey.

Who needs Consentua?

<p>Alan Senior Compliance Officer</p>  <p>Alan's job is very important to the company so at work he is very formal. He is passionate about compliance and GDPR, He wants a consent service which makes his business compliant, easy to use, gives IT no stress, does not upset customer service & does not cause a budget to stress.</p>	<p>Lesley Chief Marketing Officer</p>  <p>Lesley does not get on with compliance teams, she has no real care for privacy. What she wants is a privacy service which is subtle, unintrusive and improves her customer's experience.</p>
<p>John Chief Information Officer</p>  <p>John's approach to privacy is much more cautious than Lesley's. His desired consent platform is robust, low maintenance. Yet satisfies Alan's compliance team and also adds value to their marketing, therefore improving their customer service.</p>	<p>Sally Senior Sales Leader</p>  <p>Sally has always had excellent relationships with customers. She views consent as a vehicle to increase a customer's trust in a business. She wants something that means she doesn't have to interact as much with IT and solves Lesley's issues.</p>

Others with this problem:

- SW Developers
- Entrepreneurs, SME Owners
- Risk Management Partners
- Companies that handle large amounts of data
- Those who are privacy conscious themselves
- Companies who have spotted a way to improve their offering by obtaining customer's personal data
- Those with strong customer relationships which might be threatened

How Consentua solves the problems

Let's take the example of GDPR. It sets out 7 key principles, each of which Consentua addresses.

1. Lawfulness, Fairness & Transparency:
 - a. Consentua clearly sets out in a transparent nature and articulates the service provided and the precise personal data used.
2. Purpose Limitation
 - a. Purposes are central to what Consentua describes and captures the consent of. Only the purposes stated within the consent template are approved.
3. Data Minimisation
 - a. Consentua never processes any personal data - it just records the consent interaction. Creating additional personal data is avoided.
4. Accuracy
 - a. Consentua records and timestamps what purpose has been consented to and when this consent was granted using an interoperable standard that can be used by other personal data services.
5. Storage Limitation
 - a. Only the consent identifier and purpose details are recorded. No personal data is processed or stored.
6. Integrity and Confidentiality (Security)
 - a. Secure access to the organisation's Consentua dashboard using optional two-factor authentication. Only assigned admins can view their organisation's consent services.
 - b. No personal data stored in Consentua - it is not possible for Consentua to link a known individual to a consent record.
7. Accountability
 - a. Each consent service is unique to a client.
 - b. Each consent receipt is unique to a customer/user.

Consent receipts adhere to the Kantara standard which ensures compliance with data protection legislation and interoperability with other compliant systems.

How Consentua works

Consentua enables the transparent, unambiguous capture of consent from end users. Your customer defines the This is captured at a purpose level and can involve single purposes or purpose groups - related consents that improve the customer experience.

The end user consent interaction creates an audit point for an organisation that can be used by the relevant marketing and compliance officers (DPO's and CISO's) to prove the organisation has consent to process personal data.

The result is a consent receipt - a human and machine readable record of consent. This receipt is standards-based, which is essential for interoperability and is stored by Consentua in a secure repository. Adhering to Privacy by Design from the outset, Consentua does not process any personal data.

The service is built around APIs that can be implemented within any site or system. These APIs provide maximum flexibility, allowing your customers and their developers to deploy Consentua within any digital service.

It can be easily included within your customer's existing user interface using a simple WebSDK. From being given the API key credentials to having the consent service on the web page usually takes a developer minutes.

The flexible SDK allows consent to be captured at any point along the customer's journey. It supports any language and is easy to manage through a dedicated admin dashboard. Lightweight in terms of processing demand but heavyweight in terms of security, resilience and capability, Consentua is flexible enough for small scale or enterprise deployments.

Consentua is managed via a management portal, or Consent Hub. One central consent management service can provide a single corporate consent hub. This can then be integrated with other enterprise systems (HR, CRM) to ensure consent is adhered to at all points of the business' processes.

Partnership Models

We have a range of flexible models to suit different partner businesses. Below are some typical models, but get in touch if you think a different arrangement would work for you.

Referral Partner	
<p>Refer interested customers to Consentua and receive a commission for each completed sale.</p> <p>Example ACME Privacy Consulting refers a customer to Consentua as a qualified lead. Following a successful sale, Consentua pays APC a 10% referral bonus.</p>	<ul style="list-style-type: none"> • No capital costs. • Combine with other consultancy services. • Help your customers to identify when Consentua meets their requirements.

Deployment Partner	
<p>Purchase Consentua licenses at a discount and resell to your own customers.</p> <p>Example ACME Privacy Consulting purchase Consentua licenses at 70% of list price, which they sell to customers along with consultancy and software development services to integrate Consentua with their clients' IT systems.</p>	<ul style="list-style-type: none"> • No capital costs. • You control the whole sales process. • Set your own price. • Combine with consultancy and software development. • Priority tech support to help you support your customers with integration.

Consentua-as-a-Service Reseller	
<p>Operate Consentua as a hosted service on behalf of your customers.</p> <p>Example Cloud Data Solutions offer a consent-as-a-service SaaS product. They purchase a single Consentua license, manage the cloud infrastructure, and resell the service to multiple customers for a monthly fee.</p>	<ul style="list-style-type: none"> • Moderate startup costs. • Serve smaller customers that would otherwise be unable to use Consentua. • Integrate Consentua with your own SaaS offerings. • Priority tech support to help you operate your service. • Advance notice of the Consentua roadmap and direct access to our development team.

License Pricing

Consentua is licensed on a per-server basis.

Production Licenses

A single production license grants you permission to run a single production instance of each Consentua component, on a server of up to 16 CPU cores. Each production license includes two developer licenses to support testing, staging and development activities.

The list price for a Production License is £50,000 per annum, with discounts available to resellers.

Developer Licenses

A developer license grants you permission to run a single instance of each Consentua component, on a server of up to 16 cores, for testing, development or staging purposes. Developer licenses must not be used for production or consumer-facing deployments.

Developer licenses are available to our partners.

In addition to granting you permission to deploy Consentua, licenses grant you access to our technical support helpdesk and access to our Docker image repository for quick deployment of Consentua's technical components.

What do we need from a partner?

As a partner you will be expected to advise the customer on the service design and setup. You will also help localize the language used in the consent request and support the customer with best practice adoption. This includes helping the customer decide where in the customer journey you present the consent notice. The partner provides basic first level support.

Consentua can be provided as an on-premises server license or as SaaS, via the cloud, through our partners. Partners should help customers to identify which model is most appropriate for them.

One factor for consideration is the volume of yearly consents. If greater than 10 million per annum then on premises is advised. However if it is lower than this number then the best value would be obtained from accessing a shared SaaS service, which the partner can stand up on their own cloud/on-premise IT infrastructure.

If the customer already runs their own servers and websites then an on-premise API would be the best option as this suggests they have an in-house technical team to support Consentua.

If a firm has set specific performance targets over their brand then, again, on-premise is the suggested route.

Option	Control over own websites	Want to own the runtime server?	10m + consents per annum	Want to white label
On Premises	Yes	Yes	Yes	Yes
Cloud API	Yes	No	No	Yes

Further revenue opportunities can be realised for consulting and integration services. This is to set up the Consentua service for your client.

Below is a matrix which shows the appropriate post-sales services and value-adding actions taken when setting up consentua.

Option	Helpdesk	Template tailoring	Service admin	Template harvesting	Advice on customer-journey integration
On Premises	Yes	Yes	No	No	Yes
Cloud API	Yes	Yes	Yes	Yes	Yes

Benefits of selling Consentua

- Annually or monthly recurring revenue.
- Easily integrated and interoperable, using the Kantara Consent Receipt standard.
- API management provides flexibility and scalability.
- Designed for Enterprise customers yet equally capable for smaller organisations.
- Lightweight in terms of processing demand but heavyweight in terms of security, resilience and capability.
- Backed by experts who specialise in Consent Management and the user experience of consent interactions - Brand Director, Dr Richard Gomer is a Consent and Data protection specialist holding a PhD from the University of Southampton.

As a partner you control how you manage the product

- Consentua can be **white-labelled** and sold as your own, or as a client's own. You can completely **rebrand** the product, or choose to benefit from Consentua brand marketing.
- You control how Consentua is priced to your end customers.

Suggested benefits for your customers

- If you are a **Risk & Compliance** partner:

Our primary focus is reducing risk for your clients.

Our secondary focus is making reporting easier and proving compliance, which increases the accuracy and speed of reviewing a client's risk to non-consent.

- If you are a **marketing** partner:

Improves brand value, as consent can be scored.

Your customers will trust you more as they are in control of the consents they give and the request are purpose centric.

Offers a different customer experience as consents are built over the interaction as opposed to all at once, which can be overwhelming.

- If you are a **systems integrator**:

Ease & speed of deployment.

High value re-mapping of customer journey & advising on purposes for templates.

Access to Industry trusted advisor and standardised industry templates - They become the industry go-to partner for resolving consent,

Table below details, by customer pain point and partner type, the key selling points of Consentua.

<i>Customer Focus/Pain point to address</i>	If you are a Risk & Compliance partner	If you are a marketing partner	If you are a systems integrator partner
<i>Reduce Risk</i>	<ul style="list-style-type: none"> - Consentua gives the DPO that audit point of consent. - The standards based consent receipt is interoperable with other systems. Offers flexibility & resilience. - No personal data used, so no additional GDPR to adhere to. - All interactions are timestamped. 	<ul style="list-style-type: none"> - Consentua is purpose centric, only ask for consent when required. - Can be precise in description of how personal data is being used, brand reputation enhanced. - Multi-language but standardised purpose descriptions. 	<ul style="list-style-type: none"> - Consentua can be deployed as many times as the customers DPO and marketing leads desire, via the WebSDK accessing the API. - System integrator can be kept at arm's length of reporting functions and purpose template changes.
<i>Increase Trust in my brand</i>	<ul style="list-style-type: none"> - The auditor/DPO can run a report anytime, independently and validate status of consent. - The end user is able to change consent status anytime via their personal dashboard. - No personal data required, using a unique machine generated ConsentualD. 	<ul style="list-style-type: none"> -The ability to ask for consent in an ongoing, unambiguous way throughout the customer journey. -Puts the customer in control. - Multi-language - yet standardised consent requests for a brand. Same in any language. - Use consent to score the customer interaction. - Get to know the customer better - Ask for the data specifically need as well as the purpose of using it and persuade the customer of the benefits. (E.g. A removal company might want to use your address so they can come back to pick up any old boxes to be reused or recycled.) 	<ul style="list-style-type: none"> -Easy to administer. - Quick to make changes, which the consent requestor can be in control of. - Multi-tenancy yet each client consent service is unique so secure too. - Can assign common purposes - so industry can own the purpose descriptions. - Can be restricted to certain tasks - only deploy but not access the purpose wording or reports.

<p><i>Change my customers experience</i></p>	<ul style="list-style-type: none"> - Consent can be specific, purpose led and asked for at any time. -Creates a single view of consent. - Personal dashboards put the customer in total control. Always. 	<ul style="list-style-type: none"> -Break up the consent on a just in time, just needed basis. With easy to understand descriptions of the purposes and basis for why consent should be granted. - Overall, customers have a positive experience and will be happy to exchange consent for the service provided. With the customer always in control. 	<ul style="list-style-type: none"> -The WebSDK can be dropped into the web page at any point, using any trigger. Be it time, interaction or location specific. -Fully programmable and interactable.
<p><i>Reduce Cost of admin/ maintenance</i></p>	<ul style="list-style-type: none"> -Easy and quick to run a report of consent against all customers. -Integrate with CRM to ensure the consent is actively used in campaigns and customer interactions. 	<ul style="list-style-type: none"> -Easy to update, no need to ask IT and cause more expense. -Marketing in control over purpose language. 	<ul style="list-style-type: none"> -Easy to admin once deployed. -Centralised dashboard for managing consent services. -Multi-tenant. -Multi admin support possible.

Become a Partner

We are seeking sales partners and development partners in all countries and regions. It is intended that all Consentua sales will be through our partners and have no plans to sell to customers direct.

You will be supported by our expert team which includes developers, UX specialists and privacy advisors.

If you'd like to explore more about becoming a Consentua partner, please get in touch by emailing contact@consentua.com, or call the office on **023 9216 0640**. We will email or call you back within 3 working days to arrange next steps.