

PRIVACY HEALTH CHECK

Understand if your website and app have the core foundations in place for compliance with current privacy regulations.

The health check provides a professional review of your Consent Management, Data Collection and Data Activation strategies, highlighting compliance issues and providing an actionable plan for next steps.

3 KEY AREAS OF ANALYSIS



CONSENT MANAGEMENT OPTIMISATION

Do you have a coherent and consistent consent strategy?
Can we minimise your data loss with an optimal consent banner



DATA COLLECTION ASSESSMENT

Are you leveraging tags to capture the key signals of customer behaviour in a privacy safe fashion?



DATA ACTIVATION

Are you including privacy considerations across your audience activation strategy?

ANALYSIS WILL INCLUDE:

- Consent Platform Configuration
- Tag Manager Configuration
- Google Analytics Configuration
- Data Quality Checks
- Media Tagging
- Data Activation Review

EXPECTED OUTCOME:

- Privacy Safe Data Strategy Recommendation
- Onsite Consent Strategy Review
- Data Activation Recommendation

This Privacy Health Check is not legal advice. Speak to your legal counsel for advice on GDPR and privacy regulations.