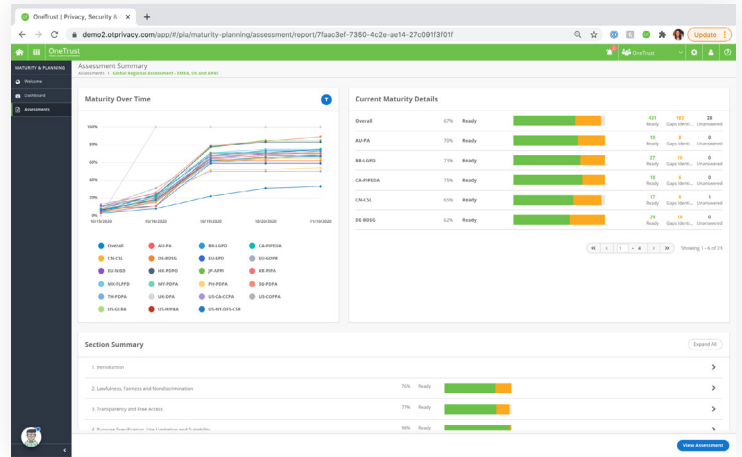


# OneTrust Privacy Management

## THE #1 MOST WIDELY USED PRIVACY PLATFORM

### Operationalize the CCPA, GDPR, LGPD, and Hundreds of the World's Privacy Laws and Frameworks

In recent years, personal data has become more heavily governed by an increasing number of global and local privacy laws like the GDPR, CCPA, and LGPD. As a result, more and more organizations are finding themselves in the headlines as victims of enforcement actions or data breaches. Now more than ever, organizations must change the way they think about privacy and find ways to effectively manage data subject and consumer rights requests, meticulously document processing activities and data transfers, and stay on top of a rapidly evolving regulatory landscape.



As individuals' awareness of their privacy rights grows, organizations must look at their privacy management program not only as a way to comply with regulations and frameworks, but also as a way to stand out from the competition. In order to turn trust into a competitive advantage, organizations need technology that helps operationalize, automate, and inform their privacy program.

### OneTrust Privacy Management

OneTrust is the #1 most widely used privacy platform, providing organizations the regulatory intelligence, automation, and flexible solutions needed to operationalize privacy programs. OneTrust Privacy allows you to become a more trusted organization in the eyes of your customers, employees, vendors, board, and regulators, all while complying with hundreds of global privacy laws like the GDPR, CCPA & LGPD.

### PROVIDE TRANSPARENCY & CHOICE

#### Build a trusted external brand on your websites and mobile apps

- Be transparent about online tracking and provide preference management for consumers to update consent over time
- Capture consent for cookies, tracking technologies, and marketing communications on web forms and mobile apps
- Centrally maintain and dynamically distribute visual, layered, icon-based policies and notices
- Embed a branded portal for privacy rights (DSAR) requests through easy-to-use webforms and templates

#### Products

- **Cookie Consent:** Scan websites for tracking technologies; create and deploy a cookie banner and preference center
- **Mobile App Consent:** Scan mobile apps for tracking technologies & unknown SDKs for visibility into how the app is sharing data with third parties
- **Universal Consent Management:** Integrate into existing consent collection workflows to capture and centrally store consent records
- **Preference Management:** Dynamic preference centers to give users more control over marketing, communication, and other preferences
- **Policy & Notice Management:** Simplify creating, updating, hosting and monitoring privacy policies and notices across websites & apps



## STREAMLINE PROGRAM MANAGEMENT

### Manage your privacy program's internal workflows, tasks, and reporting

- Build a central map of where sensitive data is stored and how it is used by both the business and third-party vendors
- Streamline the fulfillment of consumer & data subject rights requests (DSAR) with automated data discovery & sensitive data redaction
- Route privacy & security incidents through an internal response plan with guidance on laws in the affected jurisdictions
- Report on and analyze the performance of privacy programs with visual dashboards and compliance status monitors

#### Products

- **Data Mapping:** Data lifecycle visualization across IT systems and processing activities to maintain evergreen data inventory
- **PIA & DPIA Automation:** Role-based templates and self-service assessments integrated into project lifecycles and maintained for a complete record of data protection activities.
- **Vendor Risk Management:** A community of pre-completed vendor risk assessments with detailed cybersecurity, privacy, and compliance due diligence data, updated daily
- **Privacy Rights (DSAR) Automation:** Workflow automation of consumer and employee rights requests from intake to fulfillment, including ID verification, data discovery and redaction
- **Incident Management:** Streamlining of incident visibility, breach investigation, and issue management across stakeholders

## DELIVER TRAINING & OVERSIGHT

### Train employees, track regulatory developments, and benchmark program maturity

- Stay up to date with the latest privacy news from the world's largest source of regulatory research, compiled by 40 in-house researchers and 800 legal contributors across 300 jurisdictions
- Gather insights from industry experts and access regulatory portals to dive deep into laws and compliance requirements
- Deliver current regulatory, industry, and role-specific training content to teams through the OneTrust LMS
- Measure privacy program maturity against regulatory laws, privacy frameworks, and similar organizations

#### Products

- **DataGuidance Research:** In-depth portal to track and interpret hundreds of privacy and security laws and frameworks
- **Awareness Training:** Over 30 interactive video courses to train employees on a range of privacy and security requirements
- **Maturity & Benchmarking:** Compare program maturity against hundreds of laws and frameworks and similar organizations, and deliver board level reporting on your program



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**OneTrust**  
PRIVACY, SECURITY & GOVERNANCE

OneTrust is the #1 fastest growing and most widely used technology to help organizations build more trusted privacy, security, and governance programs. More than 7,500 customers use OneTrust to comply with the with the CCPA, GDPR, LGPD, and more. The OneTrust platform is powered by the OneTrust Athena™ AI, and our offerings include OneTrust Privacy, OneTrust PreferenceChoice™, OneTrust Vendorpedia™, OneTrust GRC, OneTrust Ethics, OneTrust DataGuidance™, OneTrust DataDiscovery™, and OneTrust DataGovernance™. Learn more: [OneTrust.com](https://www.onetrust.com) and [LinkedIn](https://www.linkedin.com/company/onetrust).  
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