



## Cookiebot™ Consent Management Platform

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September 2021

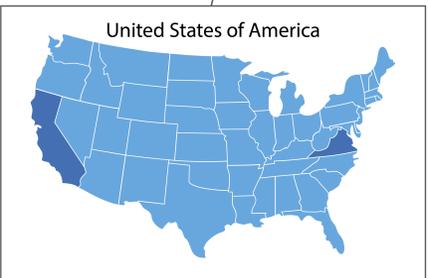
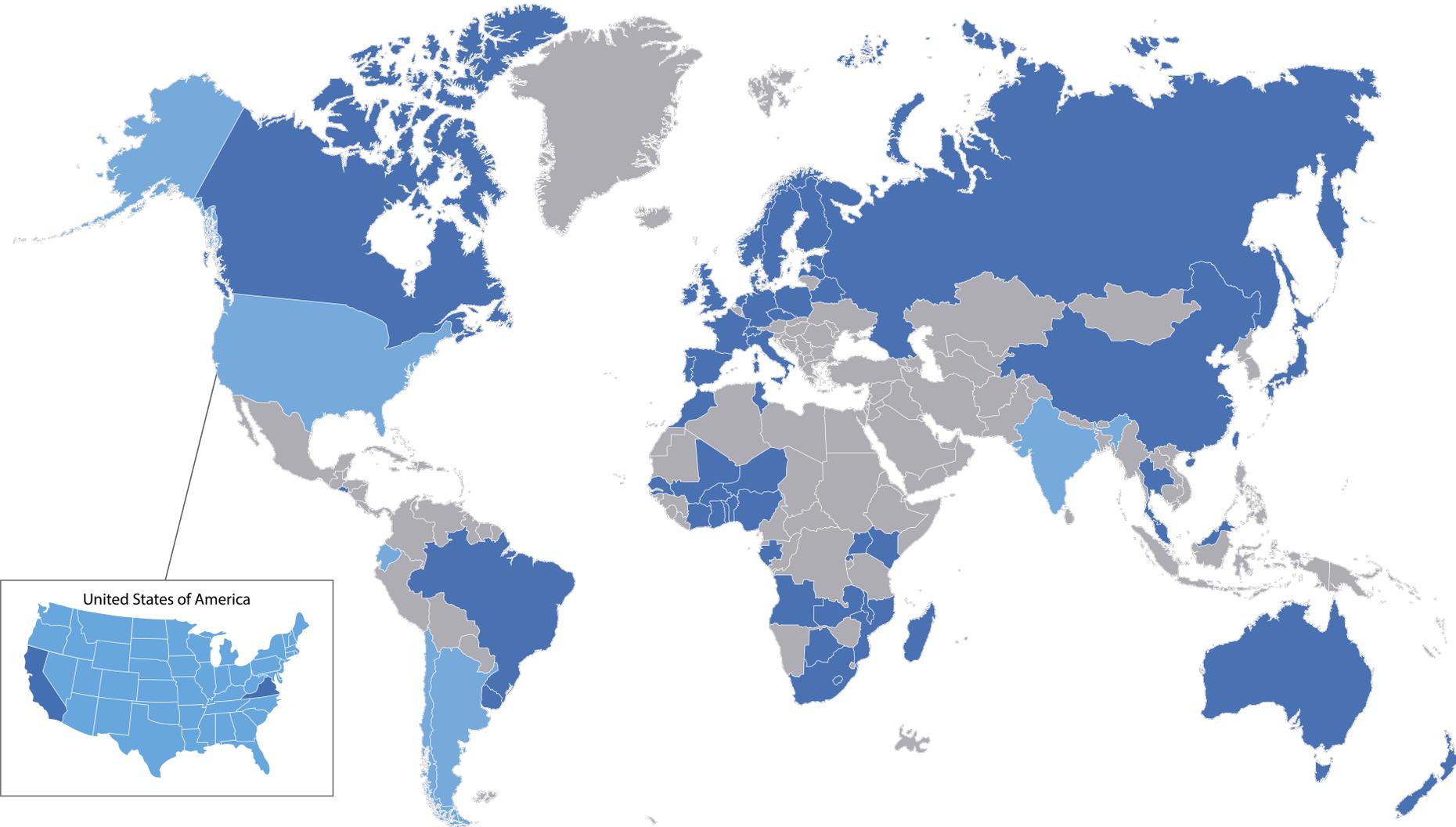
Copenhagen

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- 2. Why Cookiebot CMP?**
- 3. Cookiebot CMP solution**
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# Introduction to website privacy and compliance

# Global privacy legislation map



- Regulation in place / due to come into force**
- |               |              |
|---------------|--------------|
| EU            | Russia       |
| US-Virginia   | Singapore    |
| US-California | South Korea  |
| Brazil        | Switzerland  |
| Australia     | Thailand     |
| Canada        | Uruguay      |
| China         | Malaysia     |
| Japan         | New Zealand  |
| Nigeria       | Belarus      |
| Zimbabwe      | Mauritius    |
| Zambia        | Burkina Faso |
| South Africa  | Malawi       |
| Uganda        | Kenya        |
| Tunisia       | Guinea       |
| Morocco       | Ghana        |
| Togo          | Cape Verde   |
| Senegal       | Benin        |
| Madagascar    | Niger        |
| Seychelles    | Lesotho      |
| Rwanda        | Georgia      |
| Ivory Coast   | Mozambique   |
| Angola        | Botswana     |
| El Salvador   |              |

- Regulation under discussion**
- |           |             |
|-----------|-------------|
| Argentina | India       |
| Chile     | Rest of USA |
| Ecuador   |             |

# Improper data handling is a top reason for customer churn

80%

Of consumers state that they would turn their back on a brand which is  
using consumer data without consent

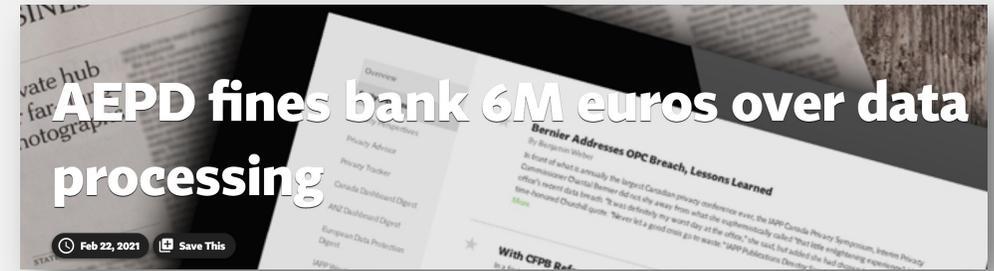
Data source: [Statista Why do consumers break up with brands](#)

# Enforcement increases

France : The cookies transition period will end in a few days - starting April 1st, organizations must comply with the CNIL's revised guidelines on cookies and trackers!

Blog Privacy Matters

DLA Piper



12 March 2021



Spain: AEPD upholds appeal by Twitter for €30,000 fine for unlawful cookie banner, ending sanctioning procedure

Enforcement - Penalties Cookies Social Networking

## Ny Quickguide til brugen af cookies

Publiceret 12-02-2021

Nyhed

Rådet for Digital Sikkerhed, Erhvervsstyrelsen og Datatilsynet udgiver nu sammen en Quickguide til brugen af cookies. Quickguiden kan bruges som tjekliste til organisationer, som sætter cookies, eller som skal have dialog med deres samarbejdspartnere om betingelserne for at der sættes cookies.

HOME > DATA PRIVACY > GERMANY PUBLISHES NEW DRAFT RULES FOR COOKIES AND SIMILAR TECHNOLOGIES

## Germany Publishes New Draft Rules for Cookies and Similar Technologies

By *Moritz Hüsch, Kristof Van Quathem, Ulrike Elteste and Anna Oberschelp de Meneses* on January 27, 2021

POSTED IN ADVERTISING & MARKETING, DATA PRIVACY, GDPR, INTERNATIONAL

Spain: #AEPD fines Heredad De Urena €4,000 for #privacy and #cookie policy failures. | [ow.ly/GXz150E1dF7](https://ow.ly/GXz150E1dF7)



7:01 PM · Mar 17, 2021 · Hootsuite Inc.



# noyb

*“Many companies ignore the stringent privacy laws in Europe. This is possible, because it is too complicated and expensive for individual users to claim their rights. noyb closes the gap between law and the reality by collectively enforcing your rights, so that your rights become reality.”*

Max Schrems

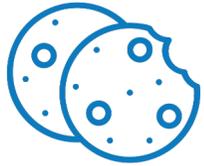
Honorary Chairman, noyb

noyb files 422 formal GDPR complaints on nerve-wrecking  
“Cookie Banners”

Aug 10, 2021

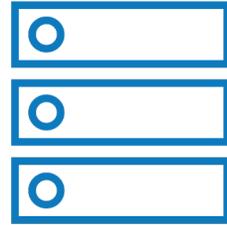


# Website tracking technologies



## Cookies

First or third party cookies are small files which are located on a user's computer and contain information about the user and carries the information from one visit to the next.



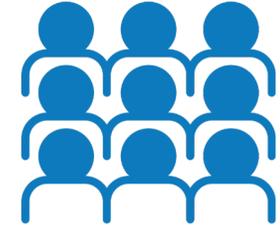
## localStorage

localStorage is a way to store data on the client's computer. It allows the saving of key/value pairs in a web browser and it stores data with no expiration date.



## Trust Token

Trust tokens aim to connect a user between two separate sites while not revealing any personally identifying information about them.



## FLoC

Federated Learning of Cohorts uses machine learning algorithms to analyze user data and then create a group of thousands of people based off of the sites that an individual visits.

**Tracking technologies are constantly evolving, but consent is here to stay**

# Criteria for valid consent according to GDPR



## Freely

Consent must be given freely, access must be possible without consent.



## Informed

All relevant information must be given at the point of providing consent.



## Granular

The purpose of the data collection must be granular. A general consent is not valid.



## Explicit

Consent must be given explicitly e.g. through a click or other activity; implicit consent is not valid.



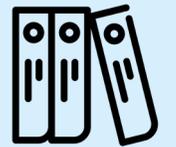
## In Advance

Technologies not covered by legitimate interest should only be loaded if consent is given.



## Easy to withdraw

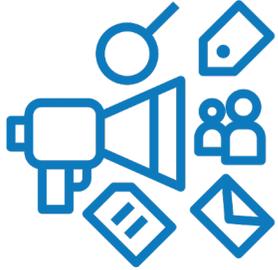
Consent should be as easy to withdraw as it is to give.



## Documented

The website must be able to prove that the user has given consent and that the consent meets the requirements for valid consent.

# Digital compliance affects key business functions



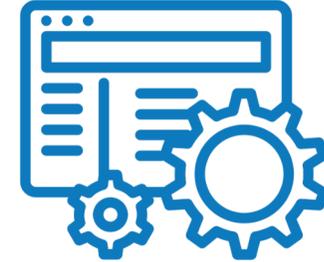
## Marketing & Digital Advertising

Ability to reach prospects, measure results from advertising investment and report on ROI.



## Legal & Compliance

Compliance with GDPR, ePR, CCPA and other existing and upcoming legislations, and protection against fines.



## IT & Website Management

Strengthening data integrity by easily auditing, reporting and documenting on cookies and trackers.

**Respecting the privacy of the website visitors**

## Why should businesses care?



### **Protect brand reputation and build trust with website visitors**

Online brand reputation is what consumers and users are looking at before purchasing from a business or interacting with a brand.



### **Protection from fines and violations**

Fines can be up to 20% of annual revenue.

# Why Cookiebot CMP?

# Cookiebot™ – A global platform for privacy protection and compliance

## Global Community

**450,000+**

Websites use Cookiebot CMP



**2012**

Year of establishment



**11bn+**

Active user consents managed



**80+**

Employees



**47+**

Different languages supported



**2,200+**

Global Resellers



# Why Cookiebot CMP

## Easy implementation and automated ongoing maintenance

- **Implementation in two simple steps.**
- **Powerful patent-pending scanning solution** that automatically detects, blocks and categorizes all cookies and tracking scripts with no extra effort required.
- **Dynamic updates to the consent banner and cookie declaration** with any newly discovered cookies and trackers identified by regular scheduled scans.
- **Supporting the latest innovations** in this space through strategic partnerships.



## Effortless cookie compliance with the major privacy laws

- **Compliance with the major data privacy laws** like GDPR/ePrivacy, CCPA, POPIA, LGPD and many more.
- **Powerful patent-pending scanning solution** that detects 63% more cookies and trackers than any other solution in the market.
- **Extensive cookies and trackers repository**  
We recognize & categorize 81% more cookies & trackers than any other solution.
- **Fully customizable consent capturing banner.**

## Competitive and transparent pricing

- **Competitive and fair pricing model** that is based on the number of subpages of your website. Starting from 100+ subpages per domain for €9 per month.
- **Ease of adoption through a free 30-day trial including premium features** with no strings attached.
- **No hidden fees** with low commitment.
- **Easy to forecast.**

# Integrations



Google Tag Manager



Google Consent Mode



WORDPRESS



umbraco



# Cookiebot CMP solution

# Cookiebot Manager

Supported in 6 languages:

- English
- French
- German
- Italian
- Spanish
- Danish



The screenshot shows the Cookiebot Manager interface. At the top, there is a navigation bar with the Cookiebot logo, language options (English), and links for Log off, My account, and Upgrade to Premium Subscription. Below this is a secondary navigation bar with links for Settings, Cookies, User consents, and Reports. The main content area is titled "Domain Group: Domain Group #1" and contains a dropdown menu, a pencil icon, a minus icon, and a plus icon. A sidebar on the left contains five icons: a checkmark (SAVE), a circular arrow (UNDO CHANGES), a monitor (PREVIEW), a speech bubble (PREVIEW), and a speech bubble (PREVIEW). The main content area has a tabbed interface with tabs for Domains, Dialog, Declaration, Content, and Your scripts. The "Domains" tab is active and contains the following text: "Add the domain names of the websites where you want to enable cookie consent. We will scan each domain for cookies." Below this text is a table with two columns: "Domain name" and "Scan frequency". The table has a plus icon in the first row. Below the table is a text box with the following text: "To enable cookie consent on internal domains for test, development and staging, add the internal domain as an alias." Below this text is another table with two columns: "Domain alias" and "Domain mapping". The table has a plus icon in the first row. Below the table is a section titled "BULK CONSENT" with the following text: "Enable bulk consent if you want to make the user's single consent applicable for all domains. Website users must allow third party cookies for bulk consent. Enabling bulk consent automatically consolidates the cookie information for all sites in a single cookie declaration." Below this text is a checkbox labeled "Enable bulk consent for all domains".

# Fully customizable cookie consent banner

Optimize your opt-in rates while still obtaining valid consents and respecting your website users' right to privacy.

## Standard banner & widget

Powered by **Cookiebot**

**Consent** Details Ad Settings About

**This website uses cookies**

We and our partners process your personal data, e.g. your IP-number, using technology such as cookies to store and access information on your device in order to serve personalized ads and content, ad and content measurement, audience insights and product development. You have a choice in who uses your data and for what purposes.

If you allow, we would also like to:  
Collect information about your geographical location which can be accurate to within several meters

Necessary  Preferences  Statistics  Marketing

Deny Allow Selection Allow all



**Your cookie settings** ✕

**Current State:** Allow all cookies

- Necessary
- Preferences
- Statistics
- Marketing

**Consent date:**  
18. Mar 2021 – 22:44:25 CET

**Consent ID:**  
[Show details](#)

Powered by **Cookiebot**

Withdraw Consent Change Consent

## Customized banner

**This website uses cookies**

This is one of our Custom Banner designs which can result in a high percentage on trackers and cookies. Would you like this banner on your website? Check our [Cookiebot custom banner designs](#) page.

We use cookies to personalise content and ads, to provide social media features and to analyse our traffic. We also share information about our site with our social media, advertising and analytics partners. We combine it with other information that you've provided to them or that we've collected from your use of their services. You can at any time change your preferences or withdraw your consent from the Cookie Declaration on our website. Learn more about cookies in our [Cookie Declaration](#).

Manage cookies Accept

**Our website uses cookies**

Some are required to make the site's features click. Others are optional and provide us technical and content-related feedback so the site will click better with you. To help us reach you, for example via social media, with something of ours you might find interesting, occasionally we might also share bits of our cookies with our partners. Any of these optional cookies will require your permission, though.

You'll find all the details regarding our use of cookies and tweak your preferences regarding them in the "Settings" menu below. Once you're good with what's there and are ready to proceed, click "OK".

OK Settings

**FootJoy.se använder cookies**

Vi samlar in teknisk information som är relaterad till dig via cookies och annan liknande spårningsteknik. Vi samlar till exempel in information om webbläsaren du använder, operativsystemet och IP-adressen för dina enheter för att ansluta till Internet. Mer information om användningen av cookies på denna sida finns i vår Cookie Policy.

Acceptera spårning

Hantera spårning

**Agency to harvest change**

Bridgene...  
Zo zijn er...  
zelfs on...  
duurzam...  
de same...  
Te mo...  
Wel te m...  
dit al de

Powered by **Cookiebot**

Toetsenning Details Over

**Deze website maakt gebruik van cookies**

Bridgeneers gebruikt verschillende cookies om de technische werking van de website en uw gebruiksgemak te garanderen. Daarnaast helpen cookies ons ook om onze website verder te optimaliseren.

Aanpassen Alles toestaan

Ons werk Lid worden van ons team?

# Cross domain consent

It enables you to make single users' consent applicable across all your domains.

Cookiebot English | Log off | My account

Settings | Cookies | User consents | Reports | Customers | Administration fee

Domain Group: Cookiebot

You get 0% wholesale discount on domains in this group. [Invite a customer to take ownership](#) of the domain group to transfer it to the retail model and earn 0% administration fee. If the invitation is accepted, the entire domain group and all the domains in it will be taken over by the customer.

Here you can configure and preview your own cookie declaration and consent dialog. Click the checkmark icon to save and activate your settings. Click the 'undo' icon to revert to the latest saved version. Click the 'preview' icons to see how the declaration and dialog looks in your own configuration.

Domains | Dialog | Declaration | Content | Your scripts

Add the domain names of the websites where you want to enable cookie consent. We will scan each domain for cookies.

+	Domain name	Scan frequency
	cookiebot.com	Monthly
	cybot.com	Monthly

To enable cookie consent on internal domains for test, development and staging, add the internal domain as an alias.

+	Domain alias	Domain mapping
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**BULK CONSENT**

Enable bulk consent if you want to make the user's single consent applicable for all domains. Website users must allow third party cookies for bulk consent. Enabling bulk consent automatically consolidates the cookie information for all sites in a single cookie declaration.

Enable bulk consent for all domains

**USER CONSENT EXPIRATION**

Cookiebot remembers the user's consent for 12 months. Then, the banner automatically reappears upon their first renewed visit to your website. Customize below, if you need to renew your users' consent more frequently, e.g. to comply with national guidelines.

User consent expiration in months: 12

# Full website user transparency

## Ready to use cookie declaration

**Cookie Declaration preview** ✕

The final declaration will be shown as embedded content in your own website. The content is automatically formatted with your website's overall style sheet definitions (CSS), including fonts and colors.

This website uses cookies. We use cookies to personalise content and ads, to provide social media features and to analyse our traffic. We also share information about your use of our site with our social media, advertising and analytics partners who may combine it with other information that you've provided to them or that they've collected from your use of their services.

Cookies are small text files that can be used by websites to make a user's experience more efficient.

The law states that we can store cookies on your device if they are strictly necessary for the operation of this site. For all other types of cookies we need your permission.

This site uses different types of cookies. Some cookies are placed by third party services that appear on our pages.

You can at any time change or withdraw your consent from the Cookie Declaration on our website.

Learn more about who we are, how you can contact us and how we process personal data in our Privacy Policy.

Please state your consent ID and date when you contact us regarding your consent.

Your current state: Allow all cookies (Necessary, Preferences, Statistics, Marketing )  
Your consent ID:   
Consent date:   
[Change your consent](#) | [Withdraw your consent](#)

Cookie declaration last updated on 11/03/2021:

Name	Provider	Purpose	Expiry	Type
__cf_bm	afterpay.com	This cookie is used to distinguish between humans and bots. This is beneficial for the website, in order to make valid reports on the use of their website.	1 day	HTTP Cookie
._secure_session_id	ogee.com	Necessary for the shopping cart functionality on the website.	1 day	HTTP Cookie
._shopify_d	ogee.com	The cookie is necessary for the secure checkout and payment function on the website. This function is provided by shopify.com.	Session	HTTP Cookie
._shopify_m	ogee.com	Stores the user's cookie consent state for the current domain	1 year	HTTP Cookie
.shopify tm	ogee.com	Stores the user's cookie consent	1 day	HTTP

## Transparency for your end users

[What is CCPA?](#) [What is GDPR?](#) [Pricing](#) [Help](#) [Functions](#) [Resellers](#) [Log in](#)

Your consent applies to the following domains: [www.cookiebot.com](#), [www.cybot.com](#), [manage.cookiebot.com](#), [support.cookiebot.com](#)

Your current state: Use necessary cookies only.  
Your consent ID: QU8hITu9MeXmnJcoRciU9F5eNOIKIYPwdSm/WO3t261LULRT3CxbMQ==  
Consent date: Wednesday, March 3, 2021, 03:54:46 PM GMT+1

[Change your consent](#)

Cookie declaration last updated on 18/03/2021 by [Cookiebot](#):

Name	Provider	Purpose	Expiry	Type
<b>Necessary (33)</b>				
Necessary cookies help make a website usable by enabling basic functions like page navigation and access to secure areas of the website. The website cannot function properly without these cookies.				

1. Full visibility of the consent date and time

2. Users can amend their prior given consent at any time

3. Information about the latest update

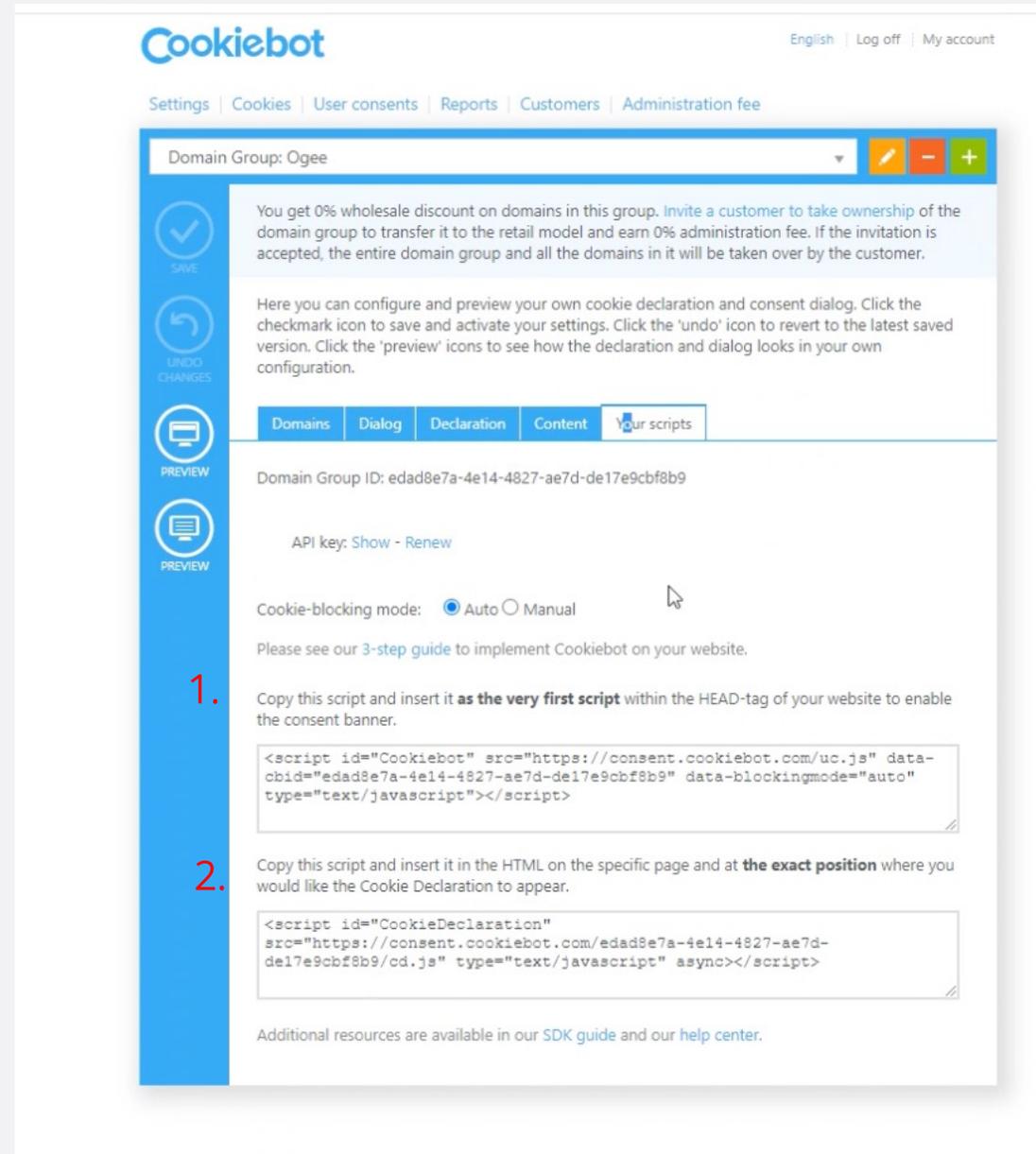
# User consent overview over time

Detailed overview of the consent overtime with a **downloadable CVS log**



# Compliance in two steps

1. Add the banner script to the HEAD-tag of your website
2. Add the cookie declaration script



The screenshot shows the Cookiebot dashboard for a domain group named 'Ogee'. The interface includes a navigation menu with options like 'Settings', 'Cookies', 'User consents', 'Reports', 'Customers', and 'Administration fee'. The main content area is titled 'Your scripts' and contains the following information:

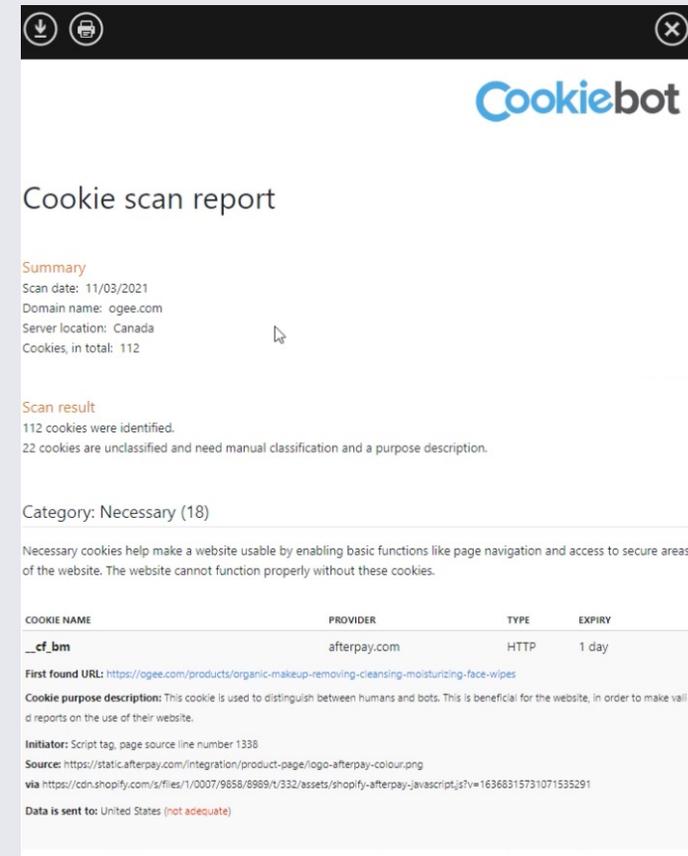
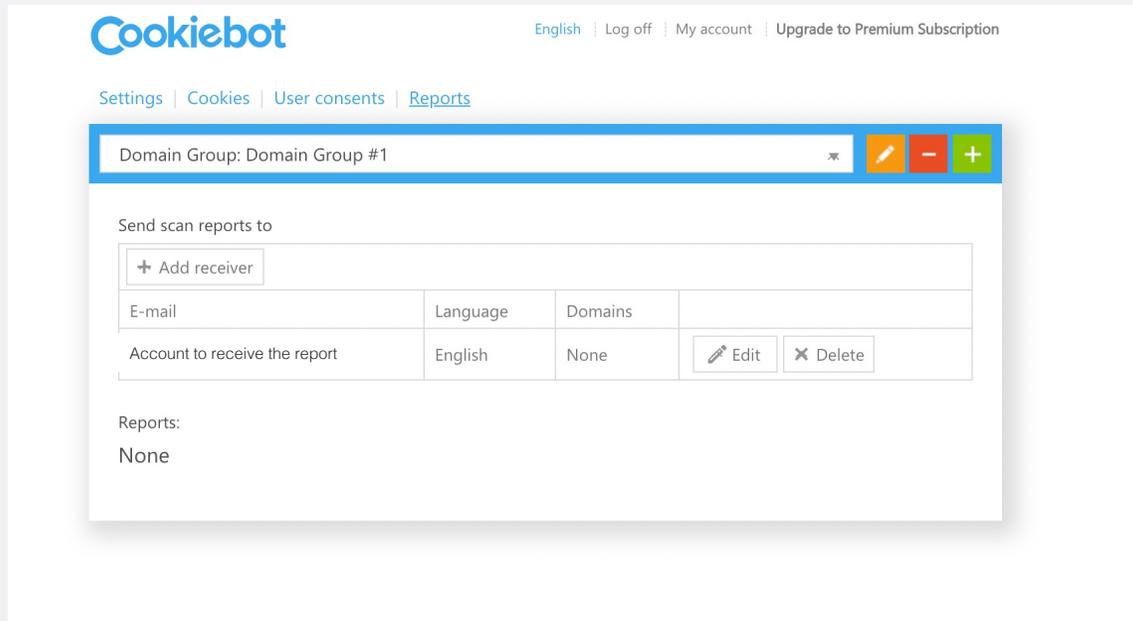
- Domain Group ID: edad8e7a-4e14-4827-ae7d-de17e9cbf8b9
- API key: Show - Renew
- Cookie-blocking mode:  Auto  Manual
- Instructions: Please see our [3-step guide](#) to implement Cookiebot on your website.
- 1.** Copy this script and insert it **as the very first script** within the HEAD-tag of your website to enable the consent banner.

```
<script id="Cookiebot" src="https://consent.cookiebot.com/uc.js" data-cbid="edad8e7a-4e14-4827-ae7d-de17e9cbf8b9" data-blockingmode="auto" type="text/javascript"></script>
```
- 2.** Copy this script and insert it in the HTML on the specific page and at **the exact position** where you would like the Cookie Declaration to appear.

```
<script id="CookieDeclaration" src="https://consent.cookiebot.com/edad8e7a-4e14-4827-ae7d-de17e9cbf8b9/cd.js" type="text/javascript" async></script>
```
- Additional resources are available in our [SDK guide](#) and our [help center](#).

# Monthly scans and reports

Detailed scan reports, consent statistics and logs are available at any time in the Manager user interface.



# Google Consent Mode integration

Measure conversions while respecting user consent choices. Receive vital marketing insights and analytics data even if your website visitors choose to opt out of cookies in a fully GDPR compliant way.



With Consent Mode, you can update Google tag behavior based on the user consent selection.

# Transparent Pricing

A monthly subscription fee per website, determined by the number of subpages

## Free

**Free\***

maximum 1 domain

Less than 100 subpages

\*) See "Which features are not included in the free plan?" below

## Premium Small

**€9**

per domain  
and per month  
Number of subpages  
Less than 500

## Premium Medium

**€21**

per domain  
and per month  
Number of subpages  
Less than 5,000

## Premium Large

**€37**

per domain  
and per month  
Number of subpages  
More than 5,000

## Relevant support links



[3-step installation guide](#)



[Developers Guide](#)



[Support Center](#)

# Thank you!

For more information about Cookiebot CMP, visit <https://www.cookiebot.com/en/>