

# Wirewheel and LiveRamp Help You Solve the Toughest Compliance Challenges

GDPR made it necessary for organizations to get permission from consumers to collect and use their personal data, including website cookies. Now, under CCPA, organizations must be able to modify consent information, allow consumers to opt out of the sale of their information, and set up a deletion process.

Now is the time to get compliance right by building trust with your consumers and setting yourself up for a sustainable business in a world dominated by privacy legislation. Our solution securely manages consumer consent and requests to mitigate risk from data breaches and not only protect your data, but also your reputation.

Manage the entire consent and preference process, from collection through withdrawal, with WireWheel and LiveRamp.

- 1 LiveRamp's in-browser solutions collect consumer consent and preferences.
- 2 When your consumers click a Do Not Sell link, they're presented with a form to complete that request as well as options to request access, correction, and/or deletion of their data.
- 3 WireWheel captures and logs the requests and executes a workflow to help you fulfill them.
- 4 Information is passed automatically and securely from LiveRamp to WireWheel to create a Do Not Sell suppression list. The suppression list is stored and can be used by anyone in your organization and third parties to prevent the sale of data.
- 5 Should a consumer adjust their consent or ask for details or changes, WireWheel collects and aggregates that information and kicks off processes to ensure changes are made internally and throughout the data supply chain.



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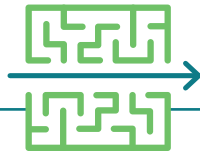
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### **Build consumer trust with a transparent privacy experience**

Provide choice and transparency to consumers while meeting CCPA obligations.

Bring together all information and options you provide consumers within a seamless user experience rather than disjointed requests to enable consumer communication every step of the way during request processing.



### **Reduce the complexity of consumer request management**

On the back end, you can manage requests at an enterprise scale and increase your visibility and oversight.

Systems are integrated to share information and stay up to date.

Automation helps your team ensure compliance and fulfill requests in an accurate, timely, and secure way.

## Why Choose Wirewheel and LiveRamp?

### **Compliant**

- A single implementation covers both GDPR and CCPA and serves the appropriate configuration based on visitor location.
- The flexible platform evolves as laws and interpretations of compliance change.

### **Interoperable**

- APIs, Audit IDs, and Custom IDs allow you to integrate with your MarTech stack and keep all systems in sync.
- A consent string is automatically generated and communicated to all parties.
- An opt-out pixel with conditional firing stops third-parties from data sales

### **Auditable**

- All activity is recorded in an immutable audit log.
- Reports can be created, browsed, and downloaded from within a browser so they can be shared with internal teams, executives and auditors.

### **Easy**

- Non-technical users can configure and publish without requiring professional services or web development skills.
- You can make changes on the fly with version control.



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