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CONSENTICA

Consent Management Platform

CONSENTICA

Secured, **P**owerful, **S**calable, and **F**eature Rich
Centralized Consent Management Platform

- **Empowers** enterprises to collect, manage & document users' consent.
- **Act as** a Single Pane of Glass and Source of Truth for all consent data.
- **Uses Blockchain** for data immutability.

Why Consent a Necessity??

TRAI's TCCCPR Guidelines

Telecom Commercial Communications Preference Regulations (TCCCPR) protect customers from Unsolicited Commercial Communication (UCC). Conversely, aids Principle Entities to send commercial communications to those customers who have opted for their services or set their preferences to allow such communications.

Data Privacy Compliance

Not just, is **CONSENTICA, GDPR,** and **CCPA** compliant, it also complies with the **Digital Personal Data Protection Bill, 2022** (DPDP Bill, 2022) —which is to be enforced soon**.**

Build Trust & Customer Experience by

- Ensuring data privacy
- Enhancing customer engagement
- Eliminating spamming
- Right message to the right customer at the right time
- Improving ROI

Key Features:

- ◆ Consent collection, management, and documentation.

- ◆ Understanding customers through consent profile, consent life cycle, & insight.

- ◆ Responding to data via consent propagation using enterprise grade restful API.

- ◆ Seamless integration with any third-party application, & 360-degree customer view.

- ◆ Build and configure customizable forms, and QR codes to match brand guidelines.

- ◆ Increases opt-in rates while enhancing transparency and respecting consumers' preference choices.

Hallmark:

A centralized and user-friendly portal that :

- ◆ Curb pesky calls and messages.
- ◆ Cater to all the consent needs of enterprises' customers across touchpoints.
- ◆ Manage consent policy.
- ◆ Manage template with form builder - DIY.
- ◆ Multiple-channel campaign for consent collection.
- ◆ Data immutability using Blockchain.

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