

The customizable solution for managing consumer privacy preferences in compliance with regulations like GDPR and CCPA.

## We're focused on the consumer experience

Sourcepoint's consent management platform (CMP) can connect consumer signals to identity to ensure a seamless, personalized user experience across properties, browsers and devices.

## In this ever-changing landscape, we know flexibility is important

That's why our CMP provides media companies with a robust set of tools to collect, manage and optimize consumer consent. Run A/B tests on messaging flows. Generate custom reports to understand your audience. Leverage data to optimize your consent and monetization strategies.

## Key Features



### Global data privacy compliance

We support GDPR, ePrivacy, CCPA, and other regional privacy regulations.



### Integrates with DSAR management and fulfillment

We offer a dedicated module for automated omnichannel messaging, ticketing, audit logs, and more.



### Powerful insights

Visualize performance with our reporting dashboard for continuous optimization.



### User journey optimization

Build custom flows to A/B test different messaging scenarios and revenue strategies.



### Creative control for on-brand messaging

Our custom CSS editor allows customized messaging that drives results.



### Durable identity-based consent

Seamlessly integrate identity solutions for a frictionless user experience across devices.



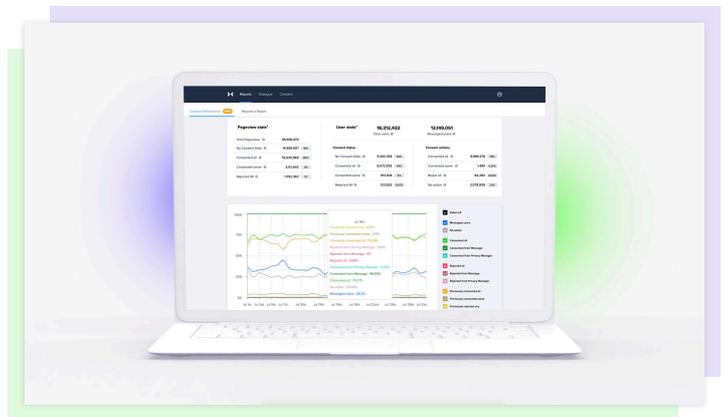
### Cross-environment compatibility

From browsers to in-app to AMP to OTT, we support all of the environments where your audience consumes content.



### Broad vendor support

We're compliant with v2.0 of the IAB's TCF, and support IAB and non-IAB vendors alike.



### Automated vendor compliance

Our page scanning feature monitors pages to add vendors to your list automatically.



### Consumer consent history

Maintain an improved audit trail. Our CMP preserves comprehensive documentation for each user's preferences.



### Campaign management at scale

Group properties and clone messaging scenarios to easily implement campaigns at different levels of consent.



### Access control

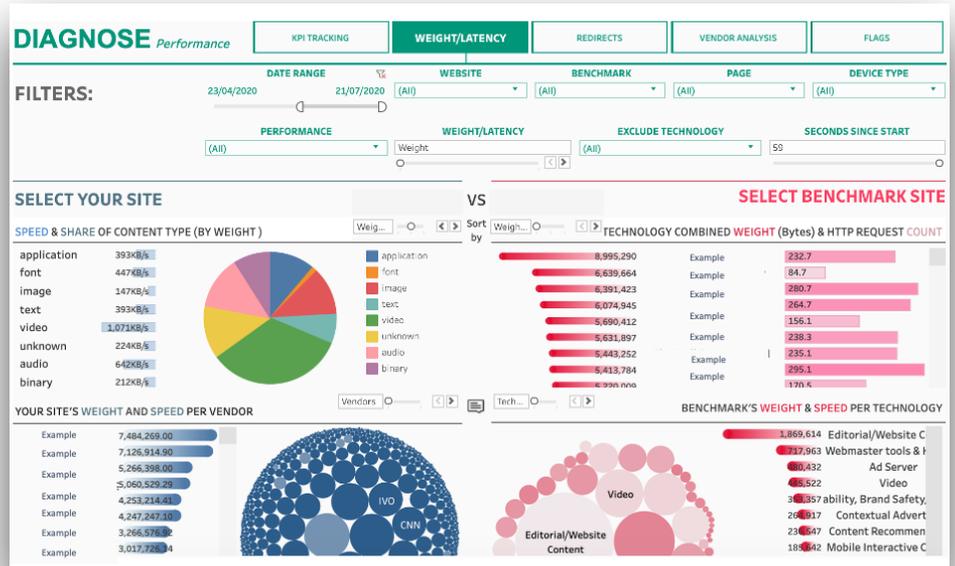
Proactively manage access rights across multiple properties and teams and view a detailed log for each user.

## ABOUT SOURCEPOINT

Sourcepoint is the privacy compliance platform for the digital marketing ecosystem. We provide tools to protect consumer privacy, manage compliance and optimize revenue in a rapidly changing landscape. Founded by a team of digital publishing veterans, Sourcepoint has offices in New York, Berlin, London, and Paris. **LEARN MORE at [www.sourcepoint.com](http://www.sourcepoint.com)**

## Accelerated vendor assessment

DIAGNOSE identifies risky vendors and monitors your properties, surfacing insights on a customizable dashboard. Our proprietary scanning technology produces granular results, flagging privacy vulnerabilities that can lead to data leakage, non-compliance and reputational risk.



## PLATFORM FEATURES

### SCANNING

- ✓ Captures all content executed via pixels, cookies, JavaScript, API calls and more
- ✓ Scenario emulation that mirrors user interaction (preferences, login)
- ✓ Proxy tools for testing across regions (EEA, California, etc.)
- ✓ Requires no integration of on-page script

### INSIGHTS

- ✓ Comprehensive view of non-allowed vendors processing personal data not just via cookies, but also local storage and fingerprinting
- ✓ Detection of fraudulent consent strings shared with the ecosystem
- ✓ Flagging of agency groups not receiving correct list of allowed vendors, resulting in significant revenue loss
- ✓ Automatically assign TCF v2 purposes. See at a glance which vendors are IAB-registered, their legal bases, and which are registered for TCF v2
- ✓ Identify underperforming vendors and troubleshoot revenue drops
- ✓ Deep privacy policy verification of triggered third parties

### ADVISORY SERVICES

- ✓ Weekly updates with issues and recommended actions
- ✓ Monthly audit with your account team against your selected benchmarks

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# MANAGING CONSENT ON AMP: A PRACTICAL CHECKLIST FOR PUBLISHERS

## ✓ How do you handle AMP traffic in regions with different privacy regulations?

- **Use <amp-geo> to deliver appropriate messages**

The <amp-geo> component can determine a visitor's location and take that user through the appropriate CMP messaging experience based on regional regulations. For example, a user in the EEA would see a GDPR message whereas a user in California would see a CCPA message.

- **For a global audience, use a combined solution**

A combined solution with simple preset regional groups ensures that consent is collected from regions that require it, in the manner required.

## ✓ Which vendors do you allow on your AMP inventory?

- **Keep your vendor list short**

The lightweight design of AMP creates limitations on the length of consent strings. With a long vendor list, you risk generating ineffective consent strings and/or slowing down page performance.

- **Curate your vendor list with DIAGNOSE**

Close compliance gaps, maximize revenue, and grow trust among users. Gain even deeper insight into the practices and performance of your partners with our scanning and insights tool.

## ✓ How do you deliver consent messages to different audiences?

- **Deliver consent messages in your users' preferred languages**

Check to see that your consent solution for AMP can detect the user's browser language to deliver a consent message in that language.

- **Set a default language**

With Sourcepoint, you may also edit the consent language parameter to default to a specific language regardless of the user's browser settings.

## ✓ Are your consent messages Google AMP compatible?

- **Meet Google's design requirements**

For consent messages to surface on AMP, they must appear anchored to the bottom of the page (as opposed to a modal or pop-up message). The message can only cover between 30-60% of the screen, and the user needs to be able to scroll behind the message.

- **Consult with your CMP**

When unsure, consult with your CMP account manager to ensure that your consent message lies within Google's technical limitations.

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# AUTHENTICATED CONSENT

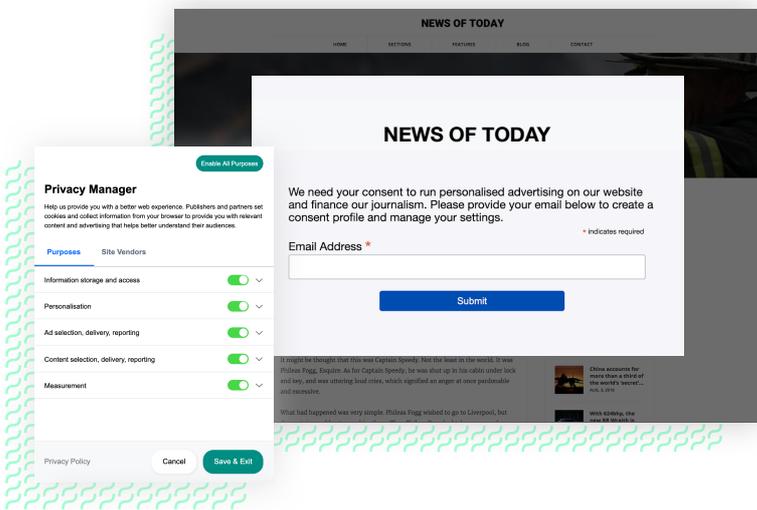


Improve the consumer privacy management experience and recover revenue lost to cookie restrictions.

## Why authenticated consent?

Our solution enables publishers to resolve significant challenges facing the industry today:

- ▶ Fragmented consumer experience of repetitive pop-ups about privacy preferences
- ▶ Third-party cookie restrictions imposed in the browser ecosystem that limit monetization opportunities



## How It Works

This add-on functionality of our CMP allows publishers to link individual privacy preferences to a user profile.

The solution integrates with a publisher's existing identity solution—subscription or registration system—or can be implemented as part of a lightweight registration system created by Sourcepoint.

## Key Benefits



### Improved consumer experience

Preserve consent across devices. From browsers to in-app to OTT, create frictionless UX in all the places your audience consumes content.



### Recovered revenue lost to cookie restrictions

Increase your number of consented, targeted impressions, and boost the value of your inventory.



### Compliance with regional privacy regulations

Ensure that consumer consent is explicit and informed, no matter where your user is located — their rights are respected even when they're traveling outside their home region.

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# YOUR TCF v2 TRANSITION: A PRACTICAL CHECKLIST FOR PUBLISHERS

## ❑ Do you want to use a Privacy Manager in the first-layer message?

This approach gives consumers the ability to take quick action and you can easily present region-specific privacy laws. But, there is less opportunity for education: consumers might decline to consent without fully understanding the value exchange. Your choice depends on your audience.

Our consumer-facing messages are customizable so you can ensure it's on brand— and our **Privacy Check** tool ensures your first-layer message text complies with the TCF v2 policies.

## ❑ How will you approach vendor assessment?

Do you know the vendors on your properties? Do you have a process for ensuring vendors are in compliance?

We offer a robust **scanning and insights** solution to create your vendor list and flag compliance and performance issues to **maximize monetization**.

## ❑ Do you work with non-IAB vendors and purposes?

To add them to your vendor list, you'll need to select their TCF v2 purposes across all of your properties.

Our platform allows the addition of non-IAB vendors and **easy categorization** under TCF v2 purposes. We also support **Google ATP vendors** via Additional Consent Mode.

## ❑ How easy will it be to implement v2?

How many properties do you have? How many vendors? How many custom purposes? Is your UI compliant with the TCF v2 policies?

**Sourcepoint can help you navigate complexity.** Count on our global account managers to help you **optimize** your implementation, ensure **seamless UX**, and build **scalable workflows** for your team.

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