

Consent Management

Build Trust Through Transparent, Compliant, and User-Centric Consent Practices

Empower Individuals. Simplify Compliance. Strengthen Privacy.

Consent is the cornerstone of responsible personal data processing. Organizations must ensure that individuals understand what data is being collected, why it is needed, how it will be used, and how they can exercise control over their personal information.

Our **Consent Management** service helps organizations design, implement, and optimize consent frameworks that are transparent, auditable, and aligned with applicable privacy regulations and business objectives.

Whether you operate a website, mobile application, HR platform, customer portal, or digital service, we help you establish consent practices that foster trust while supporting regulatory compliance.

What is Consent Management?

Consent Management is the process of obtaining, recording, managing, and honoring an individual's choices regarding the collection, use, storage, sharing, and processing of their personal data.

A robust consent management framework ensures that consent is:

- Freely given
- Specific and informed
- Clearly communicated
- Easy to withdraw
- Properly documented
- Regularly reviewed and maintained

Effective consent management demonstrates organizational accountability and enhances customer confidence.

Why Consent Management Matters

Inconsistent or poorly managed consent practices can expose organizations to regulatory scrutiny, customer complaints, operational inefficiencies, and reputational damage.

A structured consent management program helps organizations:

- Enhance transparency and customer trust
 - Improve regulatory readiness
 - Reduce compliance risks
 - Support ethical data processing
 - Strengthen governance and accountability
 - Provide auditable evidence of consent decisions
 - Improve customer experience across digital channels
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Our Consent Management Services

Consent Framework Design

Develop a comprehensive consent management framework covering:

- Consent collection
 - Consent validation
 - Consent recording
 - Consent lifecycle management
 - Consent renewal
 - Consent withdrawal
 - Consent governance
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Consent Journey Assessment

Review how consent is collected across:

- Corporate Websites
 - Mobile Applications
 - Customer Portals
 - HR Systems
 - CRM Platforms
 - Marketing Platforms
 - Registration Forms
 - Offline Business Processes
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Consent Language Review

Evaluate and enhance:

- Privacy notices
 - Consent statements
 - Marketing consent
 - Employee consent
 - Vendor consent
 - Cookie banners
 - Registration forms
 - Data collection notices
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Consent Record Management

Assess the organization's ability to:

- Maintain consent records
 - Track consent history
 - Capture timestamps
 - Record consent sources
 - Manage consent updates
 - Demonstrate audit evidence
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Consent Withdrawal Process

Review mechanisms that enable individuals to:

- Withdraw consent
 - Modify preferences
 - Update communication choices
 - Exercise applicable privacy rights
 - Receive confirmation of changes
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Consent Governance

Develop governance covering:

- Ownership and accountability
 - Consent review processes
 - Policy alignment
 - Employee responsibilities
 - Monitoring and reporting
 - Continuous improvement
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Our Methodology

Phase 1

Discovery Workshop

Understand business processes, customer interactions, digital platforms, and personal data collection activities.



Phase 2

Current State Assessment

Review existing consent collection methods, notices, systems, and operational practices.



Phase 3

Gap Analysis

Assess consent practices against regulatory expectations and industry best practices.



Phase 4

Framework Development

Design practical consent management processes, governance structures, and documentation.



Phase 5

Implementation Recommendations

Recommend technical, operational, and policy improvements to strengthen consent management.



Phase 6

Executive Reporting



Deliver a comprehensive assessment report with prioritized recommendations and an implementation roadmap.

Key Deliverables

- ✓ Consent Management Framework
 - ✓ Consent Lifecycle Process
 - ✓ Consent Register
 - ✓ Consent Language Review Report
 - ✓ Website & Mobile Consent Recommendations
 - ✓ Cookie Banner Review
 - ✓ Gap Analysis Report
 - ✓ Governance & Roles Matrix
 - ✓ Standard Operating Procedures (SOPs)
 - ✓ Executive Summary
 - ✓ Implementation Roadmap
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Business Benefits

Our Consent Management service enables organizations to:

- Build customer confidence through transparent data practices
 - Strengthen compliance with privacy regulations
 - Reduce regulatory and reputational risks
 - Improve customer experience across digital channels
 - Standardize consent practices across business units
 - Enhance governance and accountability
 - Simplify audits and regulatory inspections
 - Support digital transformation initiatives
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Supporting Privacy & Compliance Frameworks

Our approach aligns with recognized privacy and information governance frameworks, including:

- **Digital Personal Data Protection (DPDP) Act, 2023 – India**
- **General Data Protection Regulation (GDPR)**
- **ISO/IEC 27701 – Privacy Information Management**
- **ISO/IEC 27001 – Information Security Management**
- **NIST Privacy Framework**
- Industry-specific privacy and contractual requirements

Industries We Serve

- Manufacturing
- Information Technology & SaaS
- Banking & Financial Services
- Insurance
- Healthcare & Life Sciences
- Retail & E-commerce
- Education
- Telecommunications
- Logistics & Supply Chain
- Professional Services
- Government & Public Sector
- Startups & Digital Businesses

Why Choose Us?

Privacy-Focused Expertise

Our consultants combine expertise in privacy, cybersecurity, governance, and compliance to design consent practices that are practical, scalable, and aligned with business needs.

User-Centric Approach

We help organizations create consent experiences that are clear, transparent, and easy for individuals to understand and manage.

Technology-Neutral Advisory

Whether you use a commercial Consent Management Platform (CMP), a custom-built solution, or manual processes, we provide recommendations tailored to your operating environment.

Sustainable Governance

Beyond implementation, we help establish governance, documentation, and review processes to ensure your consent program remains effective as regulations and business requirements evolve.

Our Engagement Process

Initial Consultation → Current State Assessment → Consent Journey Mapping → Gap Analysis → Framework Design → Policy & Process Development → Implementation Roadmap → Ongoing Advisory Support

Put Individuals in Control of Their Data

Consent Management is more than a compliance obligation—it is a commitment to transparency, accountability, and respect for individual privacy. By implementing effective consent practices, organizations can strengthen customer relationships, reduce risk, and build a culture of trust.

Whether you are launching a new digital platform, modernizing customer interactions, or strengthening your privacy program, our experts can help you design and implement a consent management framework that supports both regulatory compliance and business growth.

Contact us today to build a transparent, auditable, and future-ready Consent Management program.