

# GDPR Consent and Data Governance

PossibleNOW and Redpoint Global have introduced a new strategic product offering to meet GDPR consent collection and data governance requirements.

The General Data Protection Regulation (GDPR) is intended to strengthen and unify data protection for all individuals (data subjects) within the European Union (EU). To accomplish this objective, many companies must start complying with the regulation's comprehensive requirements.

To meet the new requirements of the GDPR, companies not exempt from such must comply with consent collection, data access, rectification and erasure as well as integration of that data across enterprise systems. PossibleNOW and Redpoint Global have introduced a new strategic product offering to meet these needs.

**PossibleNOW's enterprise consent and preference management platform, MyPreferences, provides the ability to:**

- Collect and manage consent at a granular level
- Operationalize the consent
- Maintain a historical archive of consent approval or revocation
- Maintain the disclosure language used
- Utilize multi-lingual capability based on country, region or locale
- Brand standalone webpages with client look and feel
- Integrate consent capture capabilities into all points along the customer journey, such as website or campaign workflows

**Redpoint Global, through its market-leading Customer Data Platform (CDP) capability, provides the ability to connect customer profile data from disparate systems and data stores across the enterprise.**

Data subjects can perform the following actions, which in turn updates relevant corporate databases within the enterprise and provides them a confirmation of all completed actions:

- Access their data
- Update or correct erroneous data
- Request to delete data
- Revoke consent or anonymize their data
- Request a copy of their data

**The combined solution of PossibleNOW and Redpoint Global addresses key requirements around management of personal data, maintenance of historical consent data, recordkeeping and reporting as listed in the General Data Protection Regulation such as:**

- Lawfulness of processing (Article 6)
- Right of access (Article 15)
- Right to rectification (Article 16)
- Right to be forgotten (Article 17)
- Notification of rectification or erasure (Article 19)
- Right to restriction of processing (Article 18)
- Right to object (Article 21)
- Right to data portability (Article 20)
- Transparency and modalities (Article 12)

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**GDPR Compliance**

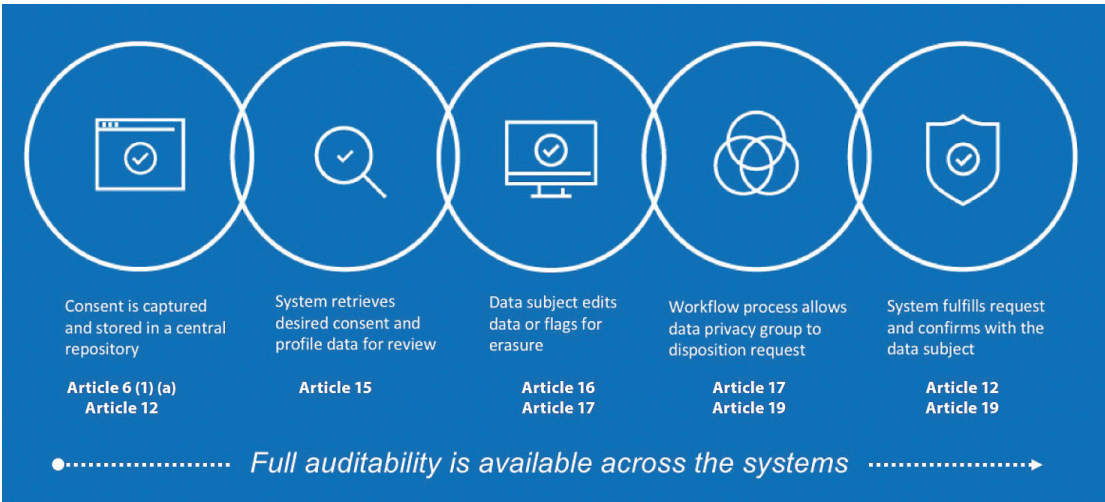
- Supports ability to collect, manage and maintain an auditable history of consent
- BENEFIT: Avoid penalties associated with non-compliance with GDPR consent requirements

**Consistency Across Systems**

- System notifies all connected databases and fulfills requests
- BENEFIT: Program efficiency from strategy to insights

**Empowered Consumers**

- Data subjects can access their data, update or correct erroneous data and delete data
- BENEFIT: Build brand trust and customer engagement



**About Redpoint Global**

With Redpoint’s software platform, innovative companies are transforming their customer experiences across the enterprise and driving higher revenue. Redpoint’s solutions provide a remarkably unified, single point of control where all customer data is connected and every customer touchpoint intelligently orchestrated. Delivering more engaging customer experiences, highly personalized moments, relevant next-best actions and tangible ROI—this is how leading marketers lead markets. To learn more, visit [redpointglobal.com](http://redpointglobal.com).

**About PossibleNOW**

PossibleNOW leverages powerful technology and industry-leading expertise to enable companies to listen to customers, remember what they like and dislike and respond in useful, personalized ways. Its enterprise consent and preference management platform, MyPreferences®, collects customer and prospect preferences, stores them safely and makes them available to any other system or application in the enterprise. PossibleNOW strategic services experts identify opportunities, plan technology deployments, design preference collection interfaces and position clients for a win. MyPreferences is purpose-built to help large, complex organizations gain control over communications, mitigate compliance risk and reduce marketing expenses while improving customer experience and loyalty.



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