

GDPR & TRACKING

Is your website's cookie implementation leaving you exposed to a GDPR breach?



If you have EU customers, you have to be GDPR compliant_

If your website is not compliant, you risk a fine or further legal action from The Information Commissioners' Office (ICO).





The state of privacy: Digital performance and measurement is underpinned by audiences. Privacy laws mean we have to adapt_





A new tracking paradigm_

According to a Deloitte study, 27% of cookies placed across websites are for tracking and advertising purposes. Simply deploying a Cookie Management Solution is not enough. You **need to ensure your tracking is in sync with user preferences.**

Valid and compliant GDPR cookie consent is a freely-given clear and affirmative action on part of the end-user that signals consent to the use of cookies and trackers that process personal data from them. You cannot begin deploying cookies until you have user consent, and you must offer your users full control to change their preferences.

While most websites offer a cookie banner, 55% of websites do not offer the possibility to proactively tailor consent settings.

Whilst you may have concerns about the impact of compliance on the visibility of website sessions or advertising capabilities, there are actions and technologies being developed to mitigate the effects.

Braidr can offer consultancy and solutions to ensure you are compliant and best prepared for a cookieless future.





GDPR compliance and tracking is a must. The correct implementation will send trust signals to your most valued customers_

Our simple 4 step approach:

1

Define your cookie policy

Data governance: Understand where your customers are in the world and what privacy laws your data strategy needs to consider.

2

Select a partner

Data privacy: Select a cookie consent management platform that can help you achieve compliance. Cookiebot or OneTrust are great examples.

3

Orchestrate

Tag management: Your tags need to be categorized according to the management platform rules, then each category triggered based on consent.

4

Mitigate the impact

Next-gen tracking: Implement the latest conversion tracking solutions (API based, server-side) to ensure your advertising is not entirely reliant on cookie-based tags.



Helping you navigate the data blind spots_



Vendor selection expertise_

There are numerous options for a Consent Management Platform (CMP), each with their own onboarding documentation. Braidr offers expertise and experience in CMP evaluation and vendor selection to ensure your solution is correctly configured to capture your users' preferences, regardless of where in the world they may be.



Sync implementation_

In many instances, consent management platform implementations miss the mark on syncing the tag deployment with the users' preferences, leaving the website exposed to GDPR non-compliance risks. Our specialists will guide you through the process of categorizing the cookies present on your website and getting everything ready for orchestration. They will then assess every tag in your tag manager and add additional triggers that mirror users' consent, ensuring full compliance.



Data loss mitigation_

Post cookie policy implementation, you may experience an impact on your ability to advertise - loss of volume for your remarketing pools, sparser conversion tracking, less efficient ad personalization or less efficient bid strategy activation. Our experts can help you navigate these challenges by deploying solutions to increase consent (working with your UX team to increase acceptance rates) or decrease reliance on pixel tracking solutions (API/Server-side tracking).



Your new Chief Data Officer_

Hi, we 're Braidr – your new Chief Data Officer.

We model, protect, and unlock the potential of all of your marketing data. The upshot? No regulatory risks, no question mark around your marketing numbers, and data at your fingertips to make smart business decisions at every turn.

Businesses of all sizes in every sector are capturing unprecedented and exponential quantities of customer data across all systems. It's a big responsibility, and an even bigger opportunity.

We work with start-ups who think big, and big companies who think like start-ups.





Prepare for better data-driven
marketing decisions today_

Let's talk.

contact@braidr.ai

0207 653 6709

www.braidr.ai



www.braidr.ai
contact@braidr.ai
0207 653 6709