

ConsentMaster

An automated solution for managing consents



ConsentMaster

Safeguarding citizens' privacy and ensuring their consent is obtained for communication is a key responsibility for public sector organisations. However, often citizens' data is held across disparate systems and departments, which makes it a challenge to maintain a current record of contact permissions. When people are working on out-of-date information, the risk of permission breaches increases.

There has been a noticeable shift in public attitude towards unsolicited communication and so if you do contact people in error, it can cause considerable damage to your reputation. Since trust is key for citizen engagement with the public sector, this could harm services or operations that hinge on citizen cooperation.

Furthermore, with the GDPR legislation making citizen consent a priority and highlighting organisational accountability for contact permission breaches, anyone falling foul of these guidelines could face significant fines and increased negative publicity.

So how can public sector organisations who have disparate systems, departments and processes ensure they are able to provide public services whilst still complying with individual citizen permissions?

Prevent permission related breaches with ConsentMaster

ConsentMaster is a software tool that helps you keep your citizens' consent information updated automatically across all your databases. With it, you can:

- Reconcile every individual's permissions held in multiple disparate sources throughout your organisation into a consolidated view
- Review and keep up to date all consent data for an individual
- Capture the information to support subject access requests (SAR), "right to be forgotten" requests and the associated processes to carry these out
- Invoke "forget me" functionality to prevent contacting someone who has withdrawn their consent

- Specify any individual preferences for communication method (e.g. if a person prefers to be contacted via email as opposed to phone)
- Demonstrate accountability and control over citizen data, including coping with children and special categories
- Access a detailed audit trail to track changes to consent information and providing evidence to support data investigation



Regulation surrounding individuals' rights over their data is evolving and becoming more explicit with the implementation of the GDPR in May 2018. Having a reliable, accurate and up-to-date record of your customers' personal data across all of your organisation contact points is crucial in ensuring you're processing and using that data in compliance with regulation.



Jim Conning,
Managing Director, Royal Mail Data Services

Benefits of using ConsentMaster

Support compliance with data protection rules

ConsentMaster supports your approach to GDPR compliance in several ways. In terms of visibility, it helps provide an accurate view of permissions across all databases to ensure all outbound communications adhere to current consents. In terms of functionality, it has the built-in ability to provide you with the consent information needed to answer SARs and implement consent withdrawals/right to be forgotten requests.

Improved confidence in data

As the consent information is updated centrally, you can have confidence that the data you are working with is accurate and up-to-date, with all changes being accessible in near real-time across your entire organisation. This means all outbound communication with citizens can be tailored to reach people through the right channels and people are not contacted in error or without their permission.

Improved citizen trust

When you can tailor your communication with the public in line with their requested contact permissions, you create positive experiences that respect their privacy wishes. The more citizens trust you and perceive their relationship with you to be a positive one, the more they are likely to engage with services that hinge on their cooperation for successful delivery.

Automated process reduces your costs for maintaining data accuracy

ConsentMaster automatically processes any changes to your citizens' permission data held across your different systems, and updates into a central consent source for every individual. This means you have access to accurate consent data automatically across your business without needing to change any source systems.

Ensures accountability

Accountability is a principal issue when it comes to compliance with data protection rules around consent. Our detailed audit trail ensures you can track changes to permissions and fully investigate update history if there are regulatory queries around any of your outbound communications.

Key Features

- Consents built on top of single view of citizen to ensure a complete picture of each citizen's permissions
- Option for batch or near real-time processing of new consent data
- Detailed audit trail of updates and changes, so if errors occur they can be investigated and prevented from being replicated
- Flexible consent rules to cater for client specific requirements
- Full traceability for every 'preferences' record back to source, contact channel and original consent text
- Track all opt-ins, opt-outs and legitimate interests
- 'Forget me' functionality
- Segment consents by channel, product or brand

*external suppression sources require a separate client licence

How does ConsentMaster work?

ConsentMaster applies a set of arbitration rules to each individuals' consent information held in disparate data sources. Once these rules are set, **ConsentMaster** will reconcile every record held for each individual to generate the correct resultant permission. All outbound communications from across your organisation will thus adhere to the most current consent given in real time. These rules can also be used to process lists of individuals and add their current consent status to their record.

The Arbitration Rules

How the rules are built and applied can be tailored to the needs of your organisation using different criteria, such as:

- **Channel** – the source of consent (e.g. email, website, telephone, etc.)
- **Product / Department** – limiting communication to a certain product or from a particular department

- **Parent / Child** – rules to manage parental consents being applied to child records
- **Date** – the recency of the latest consent
- **Manual updates** – prioritising manual consent record changes across databases
- **Client-specific rules** – for specific individuals or a set of circumstances for information held across any databases

The Global Rules

You can also set up contact permissions based on global rules, such as:

- **Contact channel** (e.g. prevent mail being sent to a specific postal or email address, or prevent calls to a specific phone number, etc.)
- **External suppression sources** (e.g. preventing calls to any number registered with the Telephone Preference Service (TPS), etc.*)

