

## ENSIGHTEN PRIVACY ENTERPRISE

# Real-Time Enterprise Website "Firewall"

Every website visit puts your brand at risk. Stop your high-risk exposure to sensitive data loss or violation of Global Privacy Regulations (i.e. GDPR). Take control and enforce data governance for all data leaving your website to all 3rd Party Marketing Technology vendors. Immediate compliance with all Global Privacy Regulations.

## OVERVIEW

Large enterprises today have sophisticated websites with functionality primarily driven by 3rd Party Martech vendors. On average, brands have over 25+ of these vendors who place tags and collect data from the website. Currently brands have no automated real-time capability to control and govern the data to all these vendors. Enlighten Privacy provides the only enforcement tool in the market that puts the brand in full control of their most precious asset: **data**.

## WHY ENSIGHTEN



### DIGITAL SUPPLY CHAIN GOVERNANCE

Complete Data Governance for all data leaving your Website across your digital data supply chain. A whitelist and blacklist service allows you to only share data with "trusted" vendors. A sensitive data pattern detection service blocks or masks any sensitive data leaving the website to your 3rd Party MarTech vendors. Detect and control data collection piggybacking of 3rd Party MarTech vendors.



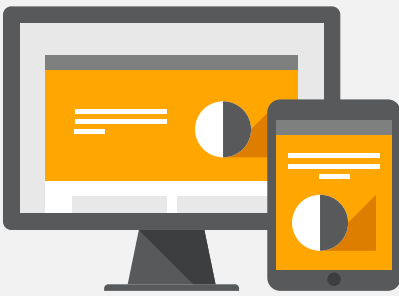
### GLOBAL PRIVACY REGULATION COMPLIANCE

Have confidence that your website will comply with GDPR mandates and all other global privacy regulations. Enlighten Privacy's real-time data blocking feature enforces compliance with visitor consent preferences even on the first site visit. This functionality is critical to complying with all global privacy regulations and will future proof your compliance as regulations change.



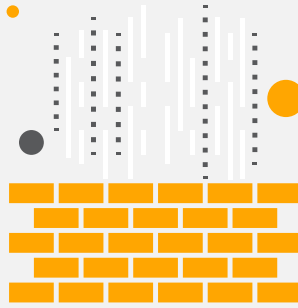
### SIMPLE TO IMPLEMENT, EASY TO USE

Implemented through a single line of code, Enlighten Privacy is up and running in days. We offer intuitive web overlay templates for visitor consent preferences with the ability to easily add language translations. The data governance and data pattern protection are easy to set up with a privacy library covering more than 1,200+ MarTech vendors.



## Enterprise Website(s)

Every Website visit puts your brand at risk to sensitive data loss, potential malware attacks and privacy violations



## Ensignten Privacy

Block, Mask, Control and Govern all Data flowing to your 3rd Party MarTech Vendors



## 3rd Party MarTech Vendors

Visitor session data including sensitive data can be collected by any 3rd Party who places a tag or JS code on your Enterprise Website(s) or piggybacks off an existing tag



### PROTECT YOUR DATA

Protect against malicious 3rd party vendor tags and unauthorized data collection. Create a whitelist of trusted 3rd parties and block all others. Ensignten's patented technology, paired with a unique whitelist approach, gives brands complete control and authority over dynamically added content or tags. Data pattern detection service allows you to block or mask all sensitive prior to any data collection by 3rd Party MarTech vendors.



### GLOBAL COMPLIANCE

Immediately your website data collection process becomes compliant with GDPR and all other Global Privacy Regulations both now and in the future. Create separate environments for each region to comply with regional privacy regulations. Develop categories of MarTech vendors such as analytics, advertising, etc., to improve opt-in processes. Enforce compliance by blocking all data to any vendor until consent is received.



### COMPREHENSIVE VISIBILITY AND AUDIT LOG

Get a real-time view of your digital data supply chain, view all tags on all of your digital properties, and a full privacy risk assessment as web pages are loaded. Get performance insight that exceeds traditional crawlers and can also be tailored for managing site-visitor privacy on the the fly.

- **Complete Site Audit:** View of all tags and interconnectivity of tags
- **Privacy Audit:** View into all tags and risk warning exposure to the brand with drill downs into each tag
- **Blocked Tags:** List of tags blocked, source URL and percent blocked
- **Additional** reports coming soon

### TRUSTED BY



### ABOUT ENSIGHTEN

Ensignten delivers the industry's best GDPR Website Compliance and Data Governance solutions. Ensignten Privacy is vendor agnostic and works with any tag management system. Select customers include CDW, Hearst Corp., The Home Depot, Microsoft, State Farm, and United Airlines. Ensignten is headquartered in San Jose, CA with offices in London and Cardiff.

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