

# AppNotice

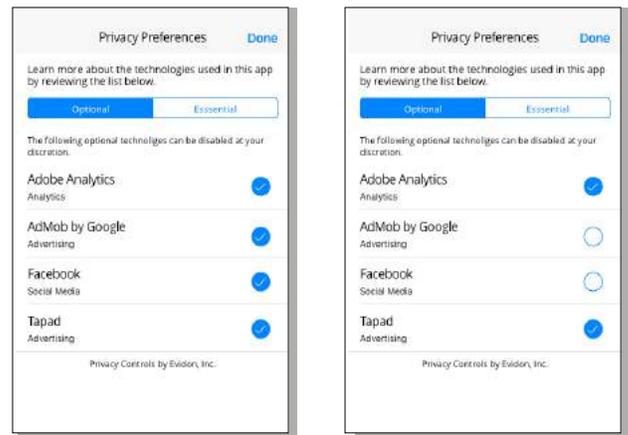
Ensure your apps are compliant with global privacy laws

With most apps in the marketplace averaging 15 SDKs (Software Development Kit) per app and many of those collecting personal information, the liability for companies that develop and operate apps is ever increasing. With the continual rise of invasive data collection, data breaches, and other malicious web-based attacks, users demand that companies take measures to protect their personal information.

Crownpeak's AppNotice is an in-app consent solution that can be configured to comply with most global privacy laws including the ePrivacy Directive, GDPR, and California Consumer Privacy Act. By disclosing all parties that have access to user data and giving users control over their privacy preferences, AppNotice builds trust between brands and customers.

## How Does it Work?

- A persistent message sits on your app until a user gives consent or modifies their consent options.
- Only essential and necessary technologies fire until consent is given, at which point only those which the user has agreed to will execute.
- Encourages consent with an uncomplicated user experience with one consent touchpoint that gives users access to consent controls for both first and third-party data collections.



GDPR Preferences Enabled (left), and Disabled (right).

## Benefits of AppNotice:

**Simple Consent Solution:** One technology ensures compliance with the consent portion of the GDPR, ePrivacy Directive, California Consumer Privacy Act, and more.

**Patented Technology:** Our scanning technology reveals the exact SDKs in your apps informing you and your users of third-parties that potentially have access to their data.

**Design Partnership Program:** Our solution is built on feedback from privacy thought leaders with input from regulatory authorities, brands, and technology vendors.

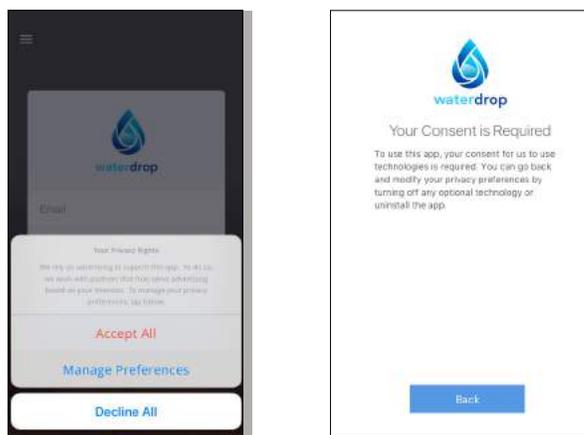
**Robust Language Support:** The technology dynamically recognizes the user's preferred language and displays the appropriate notice. Support for more than 6 languages worldwide is offered, ensuring global coverage for enterprise customers. We also offer the ability to allow your own personalized translations strings into the app at implementation.

**Region Detection:** The solution serves the correct notice type based on the region of the user's device, ensuring your organization is compliant with the specific regulations that apply to that market.

**Single-SDK Deployment:** Only a single SDK needs to be added to your app to deploy the solution, making the implementation process fast and straight-forward.

**Auto-Population:** Our extensive proprietary database ensures your third-party technology list is always current and in compliance.

**Customizable:** Adapt the look of your notices to reflect your brand by changing the text, font color, background color, button color, navigation bar color, and adding your logo.



Explicit Privacy Rights Overlay (left), and Disabled All Consent (right).

