



Universal Consent Platform for CCPA

A templated solution for complying with CCPA's "Do Not Sell" and disclosure requirements.

Crownpeak's Universal Consent Platform (UCP) is the first unified solution engineered to help brands achieve compliance with the notice and consent requirements of global privacy laws. With the most flexible and granular options available, UCP empowers your organization to deliver compliant, differentiating digital privacy experiences across all channels and devices that build trust with your brand.

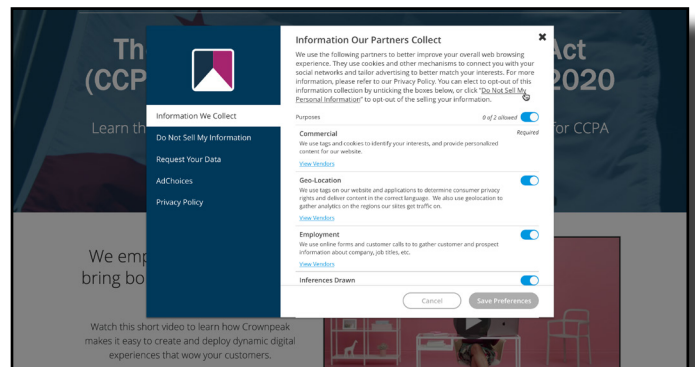
In preparation for the California Consumer Privacy Act (CCPA), Universal Consent Platform customers will have access to a host of features to help them achieve compliance with the CCPA.

UCP Features

Privacy disclosures that are updated in real-time with current data-collection information

Easily disclose the personal information that is being collected and shared. With flexible and granular options, your customers can feel in control of their data which build trust with your brand.

- Categorizes vendors by type of information collected automatically
- Provides custom categorization options
- Helps users "opt-down" instead of "opt-out"



Category-level privacy options configured by the type of user data collected

Flexible options for “Do Not Sell My Information” link

Choose how to present the required “Do Not Sell My Information” link in a way that works best with your overall web experience.

- **Link:** a persistent link on each page
- **Button:** a floating button designed for pages with infinite scroll
- **Banner:** a banner that overlays part of the page

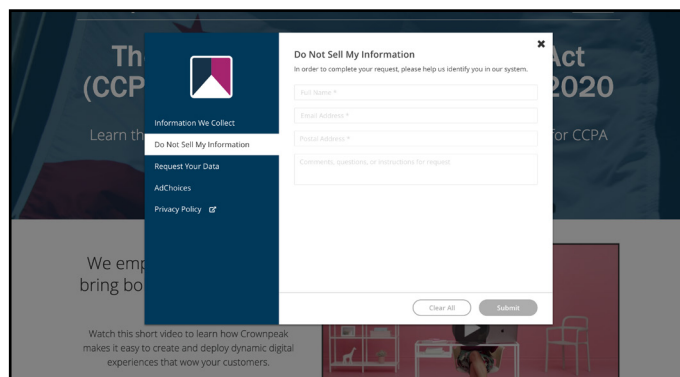


Floating button to show “Do Not Sell My Information” link on an infinite scroll page

Configurable forms for subject access and “Do Not Sell” requests

Provide your customers with a simple way to exercise their data rights. Configurable forms provide a manageable way to track incoming requests.

- Map to customer data fields
- Connect to your system of record
- Generate suppression lists to share with your partners and agencies to honor “Do Not Sell” requests



Configurable forms for subject access and “Do Not Sell” requests

Other key features

- **Geo-location targeting:** Customize the experience and text based on the user’s location, including country-level and state-level targeting.
- **Developer friendly:** Take advantage of our flexible and robust APIs to create custom integrations and unique experiences designed by your teams.

Interested in learning more?

To learn more about how Universal Consent Platform can help your organization create exceptional privacy experiences and comply with the “Do Not Sell” and disclosure requirements of the CCPA, [contact us for a demo today](#).