

Comply with CCPA by Giving Consumers Control of their Data

To adhere with the California Consumer Privacy Act (CCPA), websites and mobile applications that collect personal data must offer consumers the ability to manage how their data is collected and used. Consumers must be informed of your data practices at the point of data collection and have the right to change their preferences at any time.

You need to provide consumers with accurate information and direct control over their data, without creating an undue burden for them or creating a time-consuming effort for your internal team to manage. The more efficiently you manage privacy operations, the better the privacy experience will be for your customers and the more likely you are to meet expectations of auditors and regulators.

Comprehensive Privacy Management

Privacy leaders Crownpeak and WireWheel have created a joint solution to help you demonstrate responsible data stewardship in every privacy interaction you have with your customers.



Privacy Notices

- Inform web visitors of your data collection processes.
- Automatically build, categorize and update a list of all data-related technologies and data partners you use so your visitors have complete information.



Consent Management

- Request and record consent via opt-in buttons, links and banners so you can legally collect cookies and personal data.
- Allow visitors to granularly “opt-down” vs. “opt-out” by agreeing to certain data categories or processes but not others.



Subject Rights Requests

- Allow consumers to request access, changes, deletion, portability or opt-out of the sale of their data.
- Verify and authenticate requests based on existing information, email, ID checks, or affidavits.
- Fulfill requests accurately, efficiently and securely.

Empower Your Consumers and Your Internal Teams

Seamless, Transparent Privacy Experience Builds Consumer Trust

Privacy teams can create a consumer experience that's easy to navigate and understand. Visitors can view your privacy policies, consent to data collection, and request information in a single interface, reducing abandonment and driving completions.

Highly Configurable Tools Give You Maximum Control

You choose how to present information in a way that reflects your privacy requirements and matches your brand. You can customize the experience based on a user's location. Pre-configured templates and simple editing tools let you adjust content and functionality and publish without the need for web development resources, along with APIs for full control over the design and experience.

Aggregation and Reporting Produce an Accurate, Immutable Audit Trail

All data preferences are tracked for each individual so that information can be included in audit reports and consumer information requests. You can automatically maintain records of all the consent requests you receive and actions you take so that when an auditor asks, you have reports at the ready.



About WireWheel

WireWheel helps companies of any size and complexity to build and manage cutting-edge and scalable privacy programs. The WireWheel cloud-based Data Privacy & Protection Platform helps organizations comply with today's CCPA and GDPR requirements while remaining ready for the future, minimizing your legal risks and reducing the time and effort it takes to respond to various types of data subject requests.

About Crownpeak

Crownpeak, the only true cloud-native digital experience platform, offers a suite of powerful tools that deliver the industry's fastest time-to-market across web content management, optimization, governance, and privacy UX. Its 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.