

Enterprise Cookie Management Solution.

Customisable cookie consent.

Despite having a pop-up which gives users the option to decline cookies, many sites still place non-essential cookies automatically on users' devices, making them non-compliant under PECR and GDPR.

To address this problem, we've developed a new cookie management module for Cassie, our personal information management platform, which is simple to set up, auditable and fully compliant.

Core features.

Website visitors want the best user experience: third party services are often the most efficient way to deliver it. When signing up to services which use cookie scripts, such as ad tracking, site owners often forget that they are solely responsible for the data security and preference management of visitors to their site.

Easy to deploy

Set up cookie consent management in a matter of minutes. Simply add your cookie script information into the platform and deploy via a customisable widget.

No complex knowledge required

Other tools can be complicated to set up due to the fact that they require advanced scripting knowledge.

Centrally managed

Consent is fed back into a secure, centralised system in real time, allowing you to collect cookie consent across multiple web properties using a single instance.

Individual level consent

Using anonymous IP address data, Cassie's cookie module allows businesses to attribute cookie consent data to unnamed or named individuals.

Genuine compliance with GDPR/PECR

Because it only allows placement of non-essential cookies after user consent has been granted, Cassie's cookie module is truly PECR and GDPR compliant.

Multilingual and multi-brand

Widgets can be created in multiple languages and for different brands, making the solution suitable for businesses operating across the globe.

Self-service

Customers are put in control of their own consent via your web widget, selecting precisely which cookie scripts to accept and with the option to alter their consent at any point in the future if they wish.

Customisable web widgets

Easily configure the wording and design of your web widgets to ensure that they are on brand and optimised to encourage visitors to opt in.

Auditable

Link cookie consent seamlessly back to individuals who have agreed to identify themselves, giving a full, timestamped audit trail.

How it works.

Step 1: Load scripts into your admin portal

Add the cookie scripts from your website into your portal, ready to deploy once users have consented. Nominate the types of cookie and include additional information to describe their purpose.

Step 3: Add widget to site

Copy and paste the widget code generated within your cookie admin portal into your website(s). An IT team can easily do this for you if you are not trained in how to do it yourself.

Step 2: Create and customise widgets

The module comes with pre-templated but fully customisable widgets for convenience and total brand control. Set yours up in a matter of minutes, ready to deploy onto your site(s).

Step 4: Users manage their own consent

When a new user visits your site(s), non-essential cookies will no longer be placed automatically. Instead, your widget will display, giving the user the option to accept and decline cookie scripts as they choose. Only once consent has been given will the cookies be created on their device.

Nothing deals with cookies like Cassie.

Cassie takes the technically complex challenge of cookie consent management and makes it simple for organisations to implement.

Once set up, any future changes to consent are managed by the user and recorded automatically back into Cassie in real time.

Contact us to arrange a demonstration of a cookie management solution which is:

- Fully compliant with GDPR and PECR
- Quick and simple to set up
- Brandable in multiple languages

Want to arrange a demonstration or discuss your requirements?

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