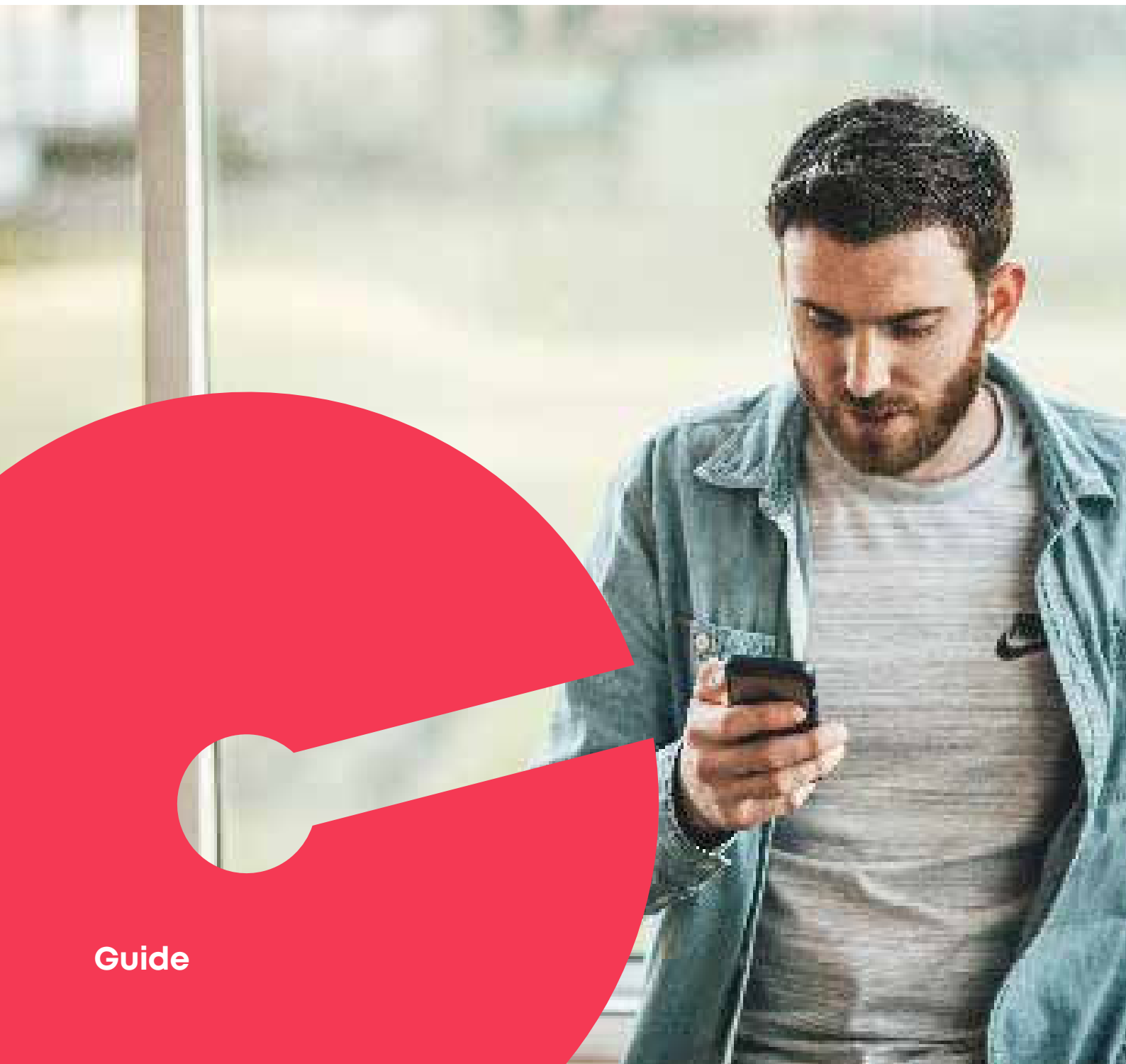


cassie

Cookie compliance for mobile

What are the challenges and solutions?



Guide



Introduction

Public Wi-Fi networks are a bad choice for accessing sensitive information because connecting through an unprotected connection leaves a device open to attack by hackers.

Mobile networks are a significantly better solution for protecting private data, and it's harder to hack into a mobile network than it is to steal sensitive data from a public Wi-Fi network.

However, cookies on mobile phones pose a greater security risk than they do on computers and laptops because most people don't install anti-malware programs on their smartphones.

Changes imposed by mobile browsers make it difficult for marketers to identify and track returning website visitors but the bigger question is how much of your revenue may have been attributed to a wrong channel and incomplete user journey?

2%

of your total e-commerce revenue comes from visitors who use a browser with enhanced privacy features

0.8%

of your total revenue may have been attributed to a wrong channel and/or incomplete user journey because some of that revenue has been generated after 1 or 7 days since someone's first visit to your website

£1.95k

when we translate the percentages to actual monetary values (this tool shows GBP by default)

What are the main challenges of cookie compliance for mobile?



Decreased browser performance

Cookies are constantly being archived on phones and can impact the performance of mobile browsers. Cookies are small files, but cookies can also slow down the browser if a phone doesn't have a lot of RAM space. Not to mention, cookies can take up a lot of storage space, so it's important for mobile developers to practice strong cookie compliance.



Inferior tracking capabilities

Cookies from mobile apps usually don't keep track of users when they use other apps. This means that, even if the app has cookies enabled, it won't be able to track interactions with other apps on a device. This is an important security measure as it means that companies are unable to use information gathered from one app to influence or target ads in another app.



Limited space for cookies to be stored

Mobile devices have limited space, so there isn't room for many cookies. This can be a problem if users have an active online life because they often need to store cookies from different sites. Fortunately for consumers, there are a few ways to manage storage space to make sure that cookies aren't taking valuable storage away from other files, allowing them to take actions like:

- ➔ Clear out old cookies regularly
- ➔ Manually delete any unwanted cookies from the browser settings
- ➔ Adjust the settings of your browser so that it only stores essential cookies
- ➔ Disable third-party tracking and advertising in order to reduce the number of stored cookies
- ➔ Move large files stored on mobile devices onto an external storage drive or cloud service



Lack of consistency across devices

There is often a lack of visibility into what types of cookies are being served, how they are used, and why they are necessary when it comes to cookie compliance for mobile apps. To ensure that mobile apps meet the requirements for cookie compliance, developers must first understand which cookies are necessary and why they are used.

What are the benefits of cookie compliance for mobile?



Improved mobile phone security against unwanted cookies

Mobile browsers have the ability to utilize secure connection protocols, like https, and are usually updated more regularly than desktop browsers.

Additionally, mobile devices tend to have stronger security features such as biometric authentication like fingerprint or face recognition which can help keep your information even more secure. Mobile device manufacturers also typically provide additional security measures such as remote location tracking in case your device is lost or stolen.

What are the things consumers can do to help improve security on their mobile phone:

- Use trusted websites and avoid public Wi-Fi when possible
- Manage their cookies regularly and delete cookies that are no longer needed. Use anti-malware apps that do this automatically
- Keep their mobile phone up to date with the latest security features and updates to help protect their information



Greater control of data access

Cookie compliance on mobile devices enables greater control of data access across multiple platforms by providing a secure framework for managing and storing user data. This ensures that sensitive information is kept safe and protected from unauthorized access, making enforcing rules on who can access the information and when is easier.

What is a CMP and is it the answer to cookie compliance for mobile devices?

A Consent Management Platform (CMP) helps ensure that websites follow the rules when using cookies on mobile devices. It ensures the website is compliant with regulations and laws. It also stores the data and consent of users, so they can be informed about how their data is being used.

A CMP also provides a dashboard to monitor cookie compliance. This allows website owners to easily check the status of cookies used on their site and take corrective action if needed. In addition, it can help websites adjust cookie settings to meet users' different needs and preferences.

By using a consent management platform, brands can keep cookie compliance up-to-date with the latest regulations and laws while providing transparency and control over user data collection.

Consent management platforms provide an easy way for businesses to comply with cookie laws without manually updating each website individually. It ensures that online services comply with international laws, regulations, and industry standards. It also helps website owners protect their users' privacy and ensure data security in an ever-changing cookie landscape.



Why choose Cassie for all your cookie compliance needs

Cassie is the Consent and Preference Management platform that powers sustainable, compliant revenue growth by building stronger customer relationships through the respect of individual choices. Cassie specialises in cross-domain and cross-device consent so you can collect visitors' consent across multiple sub domains.

If you operate globally or have multiple websites and digital platforms, then Cassie is the cookie management system for you.

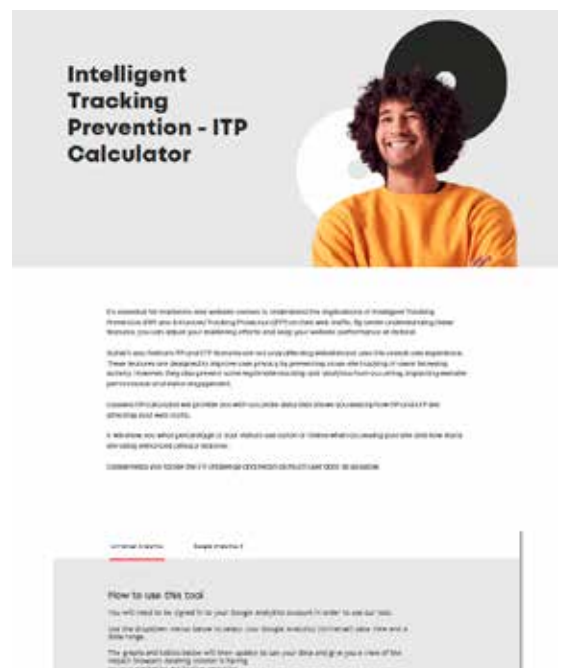
Want to know how many of your mobile visitors are using browsers with enhanced privacy features?

Intelligent Tracking Prevention (ITP) is a privacy feature of certain browsers that automatically deletes visitors' cookies. It prevents you from tracking visitors and skews your attribution data.

It's essential for marketers and website owners to understand the implications of both ITP and Enhanced Tracking Protection (ETP) on their web traffic.

By better understanding these features, you can adjust your marketing efforts and keep your website performance at its best.

Cassie's ITP calculator will provide you with accurate data that shows you exactly how ITP and ETP are affecting your web traffic.



Deliver full compliance and data insights through the Cassie Identity Service module

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Don't just take our word for it...

“ Cassie was the perfect solution to help us comply with cookie regulations while making the website experience pleasant and easy for our customers, who mostly use mobile devices. We appreciate the ease of integration, quick response times and the custom options tailored to our needs. We are thrilled with the results and highly recommend this service to anyone looking for a reliable cookie compliance solution for their website. Thank you again for helping us stay compliant! ”

Senior Data Architect, Financial Services company

Implement Cassie on your terms

At Cassie, our team partners with you to understand your data flow and help you integrate your systems as your business expands. With Cassie, you have complete control and customization options, as well as the assurance of sustainable, long-term solutions.

Book a Cassie demo to see that you can manage compliance according to your business rules.

Be on the right side of the future

If you'd like to learn more about how we can help you on your cookie compliance journey, our team of dedicated consent and preference management experts will be able to guide you every step of the way.

UK Office

0800 368 7842
+44 20 4551 9501

US Office

+1 844 585 6264

Australia Office

+61 2 5119 5048

info@trustcassie.com

trustcassie.com/contact

cassie