



# Cookie Management



## Overview

The Syrenis Cookie Management module provides a centralized solution to create and deploy compliant consent banners that capture and signal visitor consent across multiple domains, regulations, and jurisdictions. It enables organizations to maintain compliance with global privacy regulations while delivering seamless, privacy-respecting digital experiences through accurate consent capture, real-time signaling, and persistent consent management across all domains.

As privacy regulations continue to evolve across global markets, the requirements around cookie consent, tracking technology and the use of consumer data vary significantly by jurisdiction. Organizations operating across multiple regions must be able to adapt their consent approach to meet the applicable standard in each market, whether that requires explicit opt-in consent, opt-out mechanisms, or simply transparent disclosure.

The Cookie Management module is designed to meet this challenge, providing a comprehensive and flexible platform for managing the complete consent journey of every website visitor, wherever they are in the world. Critically, as regulations evolve, the platform evolves with them - keeping organizations compliant without placing the burden of monitoring and maintaining that compliance on their teams.



## Website Scanning:

Before consent can be managed effectively, organizations need a clear and accurate picture of the tracking technologies operating across their websites. The Syrenis Site Scanner provides automated scanning that identifies and catalogs every cookie, tracker, and storage item present across a site - mapping each one to a known service and consent category. This gives compliance and technical teams the visibility they need to ensure that all tracking technologies are correctly declared and governed within the consent framework.

Every detected technology is accompanied by its source and full call stack, so users can see exactly how and from where it is being set. This forensic-level transparency means that finding and addressing unknown or unexpected technologies is significantly faster than any manual process could achieve. The scanner is designed to serve every type of user, from categories and services for those focused on consent banner configuration, through to deep call stack analysis for technical teams. Scan results can be shared and reviewed without requiring platform access, and scheduled scanning ensures the compliance picture stays current as websites change over time.

## Managed Compliance:

Keeping consent banners compliant across multiple markets has traditionally been a manual, resource-intensive process-requiring teams to monitor regulatory developments, interpret legislative requirements, and push configuration changes across every banner deployment.

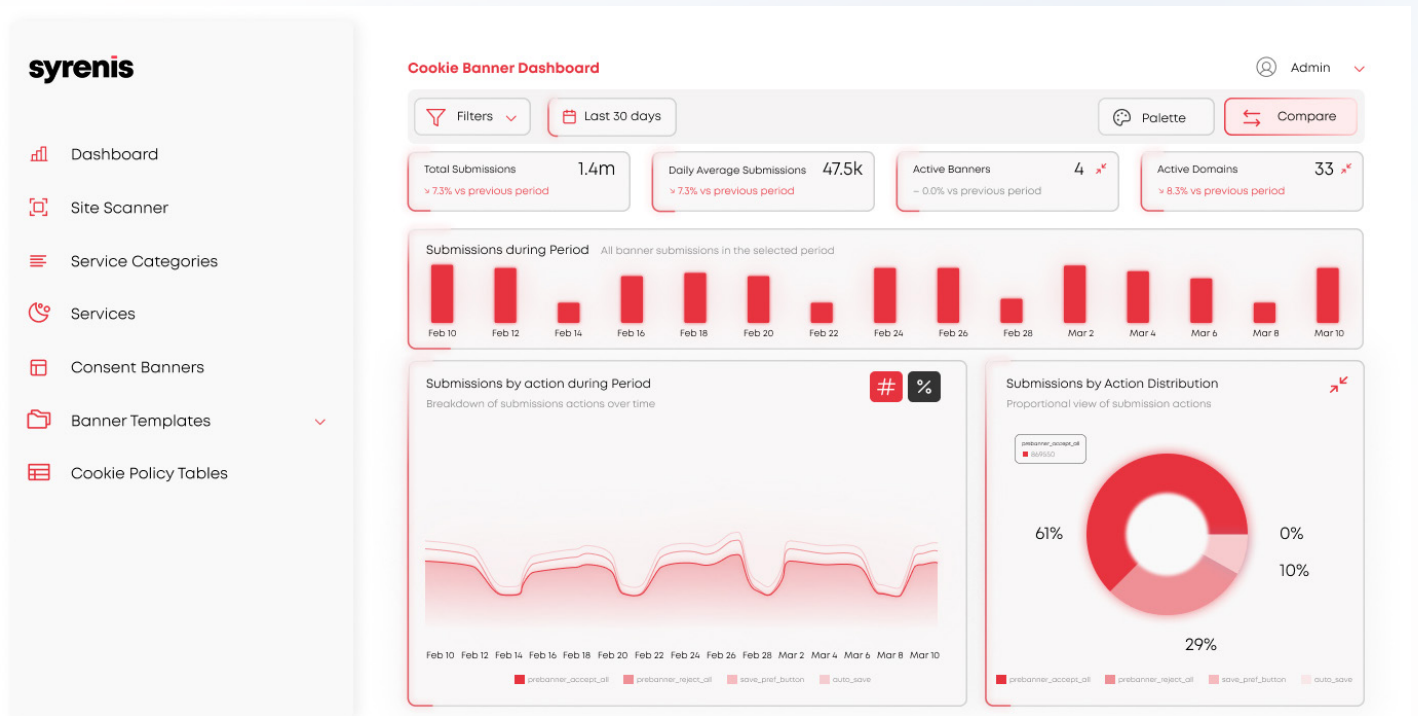
The Cookie Management module removes this burden entirely through managed compliance: regions are mapped to their applicable legislative frameworks out of the box, and when regulations change, those changes are reflected in the platform automatically, updating banner behavior without any effort required from the organizations using it.

Banner behavior is determined dynamically based on each visitor’s geolocation, ensuring that every visitor receives a banner that meets the regulatory standard applicable in their region from day one. Whether a market requires explicit opt-in consent, an opt-out model, or transparent disclosure, the correct behavior is applied automatically - with no manual configuration required per market. Compliance is maintained continuously, not just at the point of initial deployment, meaning that organizations can expand into new markets with confidence that their consent program will remain accurate and up to date.

## Ready to Deploy:

Getting a consent program live quickly, without sacrificing compliance quality, requires a strong foundation of ready-to-use content. The Cookie Management module provides out-of-the-box consent categories and a service library covering the tracking technologies most commonly encountered across modern websites - giving organizations everything they need to configure and deploy a compliant banner without starting from scratch. Banner text is displayed dynamically according to the visitor’s browser language, with translations provided across a wide range of languages as standard, enabling immediate global language coverage without manual translation effort.

The combination of pre-built categories, a comprehensive service library, and automatic language handling means that the time from initial setup to live deployment is significantly reduced. Organizations can have a fully compliant, correctly configured consent banner in place across multiple markets in a fraction of the time that a manual build would require - freeing compliance and technical teams to focus on higher-value work rather than foundational configuration.



## Your Banner, Your Brand:

While regulatory compliance sets the foundation, organizations need the flexibility to deploy consent banners that reflect their own brand identity and user experience requirements. Themes are created on a per-brand basis, controlling logo and styling consistently across all banner deployments for that brand.

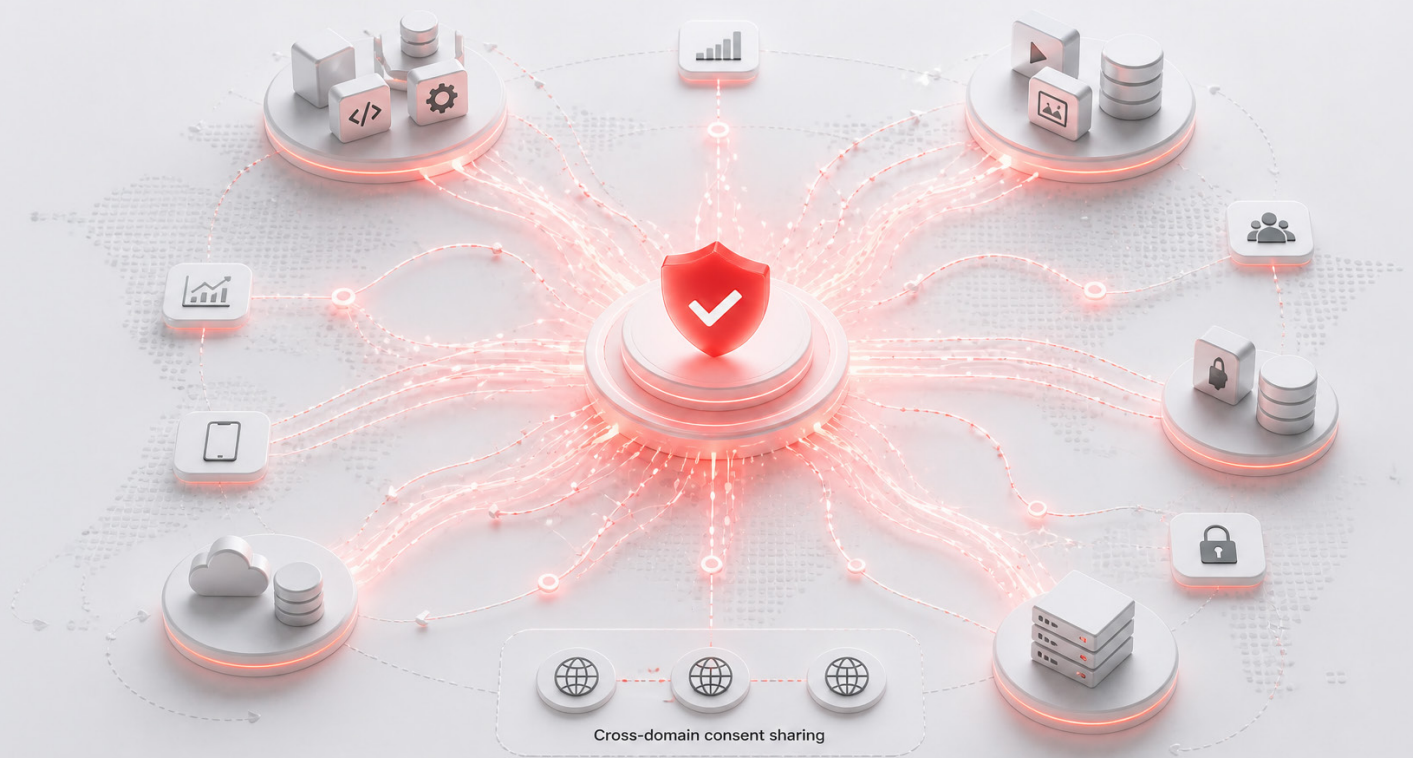
A built-in WCAG checker is included within the banner design workflow so accessibility compliance is validated as an integral part of the design process, not as a separate step or afterthought. Every banner can be previewed in any language and at any device size before going live, ensuring that what reaches visitors is exactly what was designed and approved.



## Customization and Flexibility:

While the out-of-the-box capabilities of the platform cover the needs of most organizations, the Cookie Management module is designed to accommodate requirements that go beyond the standard configuration. Custom region mappings can be created where specific markets require a different legislative treatment than the platform's default, giving compliance teams precise control over how consent is presented in particular jurisdictions. Custom consent categories and services can be defined where the standard library does not fully reflect the tracking technologies in use, and all custom configurations are saved and reusable across future deployments.

Where standard wording does not meet specific organizational requirements, banner text and translations can be customized in full, with AI-assisted translation available to accelerate the process. Custom banner behaviors can also be created for organizations whose compliance requirements extend beyond the platform's built-in legislative mappings.



## Tech Stack Integration:

Capturing consent is only part of the obligation - organizations must also ensure that consent decisions are accurately communicated to every technology that depends on them. The Cookie Management module passes consent signals via purpose-built integrations to the platforms and frameworks that make up the modern digital marketing stack. Consent can be signaled to Google Tag Manager and through Google Consent Mode, with out-of-the-box consent types provided and the ability to create custom consent types where needed. Custom tags and scripts can also act on consent signals directly, providing flexibility for organizations with bespoke technology environments.

For organizations operating within the digital advertising ecosystem, the platform supports the IAB Transparency and Consent Framework and the IAB Global Privacy Platform, enabling consent signals to be passed to ad tech vendors and supply chain partners in the standardized formats they require. The platform also includes a mechanism to share consent across related domains, so visitors are not asked to consent again when moving between properties within the same estate. Consent collected is honored—everywhere it needs to be.

## Consent Receipts:

Every consent decision captured through the Cookie Management module is stored as an immutable, auditable consent receipt - recording not just the outcome, but the full context in which consent was given. This provides organizations with a complete and defensible consent history for every visitor, supporting both regulatory audit requirements and the ongoing management of consent across the visitor lifecycle.

## Consent Banner Analytics:

The platform includes a dedicated Consent Banner Analytics dashboard providing visibility into banner performance and visitor consent behavior. Key metrics including consent rates, opt-in and opt-out trends, and banner interactions can be monitored across domains, devices, and date ranges, with a comparison mode available to support A/B testing and the evaluation of configuration changes. All dashboard data can be exported to support wider reporting and compliance workflows.

For organizations seeking to optimize consent rates alongside maintaining compliance, the analytics dashboard provides the data needed to make informed, evidence-based decisions about banner configuration - understanding how changes to layout, wording, or design affect visitor behavior before committing those changes to production.

## API-first Capability:

The creation and management of consent banners is fully supported via the Syrenis APIs, consistent with the platform's API-first design philosophy. This enables organizations to manage their entire consent configuration programmatically - integrating consent banner management directly into existing development workflows or content management systems. Every capability available through the platform interface is equally accessible via API, ensuring that technical teams have the flexibility to build and manage consent experiences in the way that best suits their infrastructure.





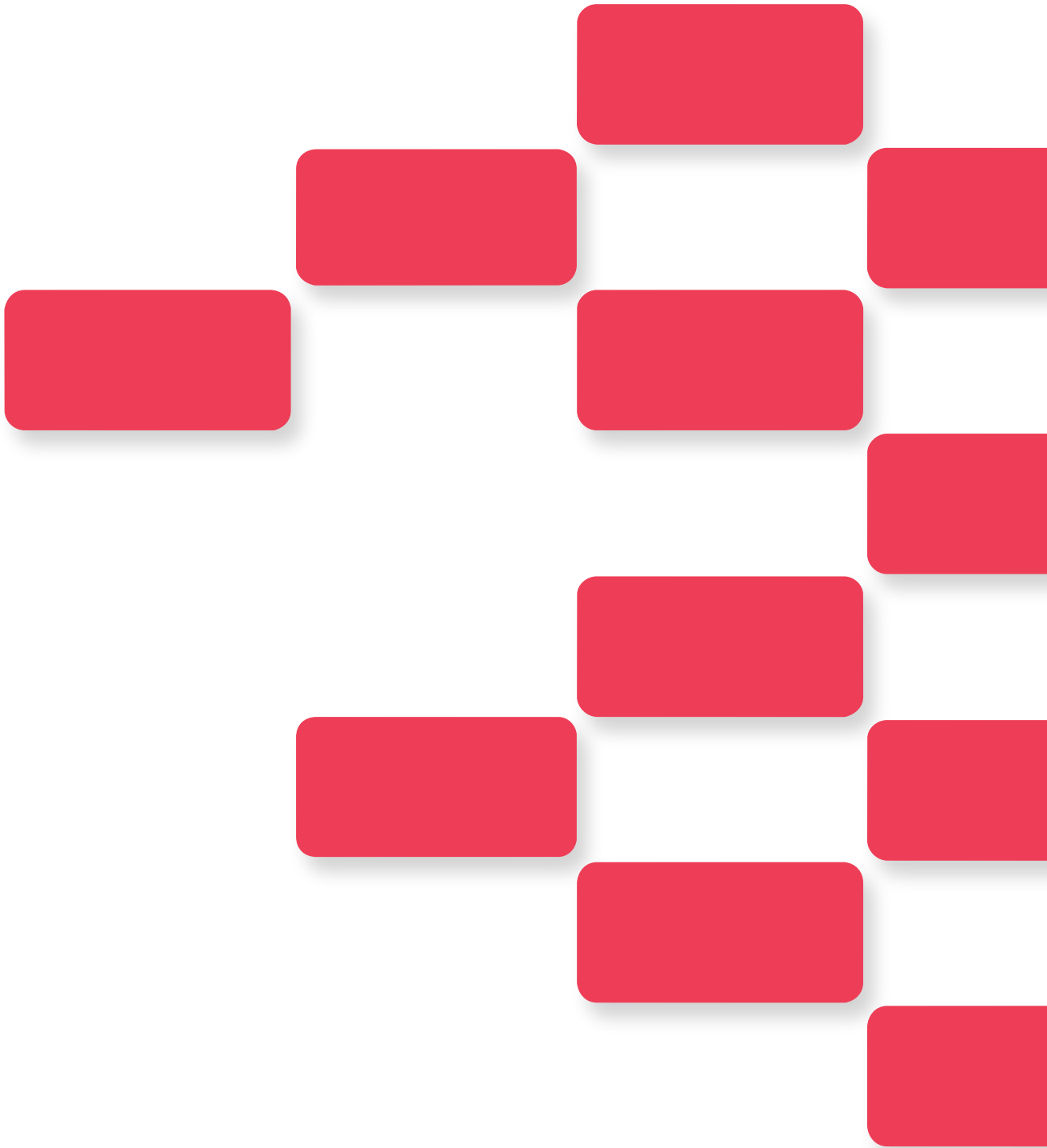
## Summary

The Cookie Management module provides organizations with a comprehensive, flexible, and future-proof foundation for managing website visitor consent across multiple domains, regulations, and jurisdictions.

From automated website scanning and managed compliance that keeps banners current as regulations evolve, through to ready-to-deploy content, brand-consistent banner configuration, deep customization and flexibility, full tech stack integration, immutable consent receipts, API-first management, and a dedicated analytics dashboard.

Every capability is designed to ensure that consent is captured accurately, stored defensibly, and honored consistently across the digital estate.

# syrenis



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