



Consent Management



Overview

The Syrenis Consent Management module provides a centralized solution to create and deploy compliant consent banners to capture and signal visitor consent across multiple domains and regulations.

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 and tracking technology 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 Syrenis Consent 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.

Website Scanning:

Before consent can be managed effectively, organizations need a clear and accurate picture of the tracking technologies operating across their digital estate. The Syrenis platform includes an automated website scanning capability that identifies and categorizes the cookies and other tracking technologies present on your website. Scanning results are surfaced through the platform and can be exported, giving compliance and technical teams the visibility they need to ensure that all tracking technologies are correctly declared, categorized, and governed within the consent framework.

Regulatory Consent Banner Templates:

The platform provides a library of consent banner templates designed to meet the requirements of key privacy regulations across multiple jurisdictions. These templates provide a compliant and tested starting point for deployment, reducing the time and expertise required to get up and running while ensuring that the banner presented to visitors meets the regulatory standard applicable in their region.

Customizable Consent Banners:

While regulatory compliance sets the foundation, the Syrenis platform gives organizations complete flexibility to build consent banners that reflect their own brand identity and user experience requirements. Banner styling, layout, and content are fully configurable, with support for custom CSS, and all statement wording can be created and managed directly within the platform.

Consent Banner Analytics Dashboard:

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.

IAB Framework Support:

For organizations operating within the digital advertising ecosystem, the Syrenis platform supports the IAB Transparency and Consent Framework (TCF), enabling consent signals to be passed to ad tech vendors in a standardized and compliant format. This ensures that consent decisions made by website visitors are accurately communicated to the broader ecosystem of partners and platforms that depend on them, supporting compliance across the full digital supply chain.

Consent Receipts:

Every consent decision captured through the Syrenis platform is stored as an immutable, auditable consent receipt - recording not just the outcome, but the full context in which consent was given, including the banner version displayed, the statement wording, the date and time, and the privacy notice in place at that time. 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.

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.



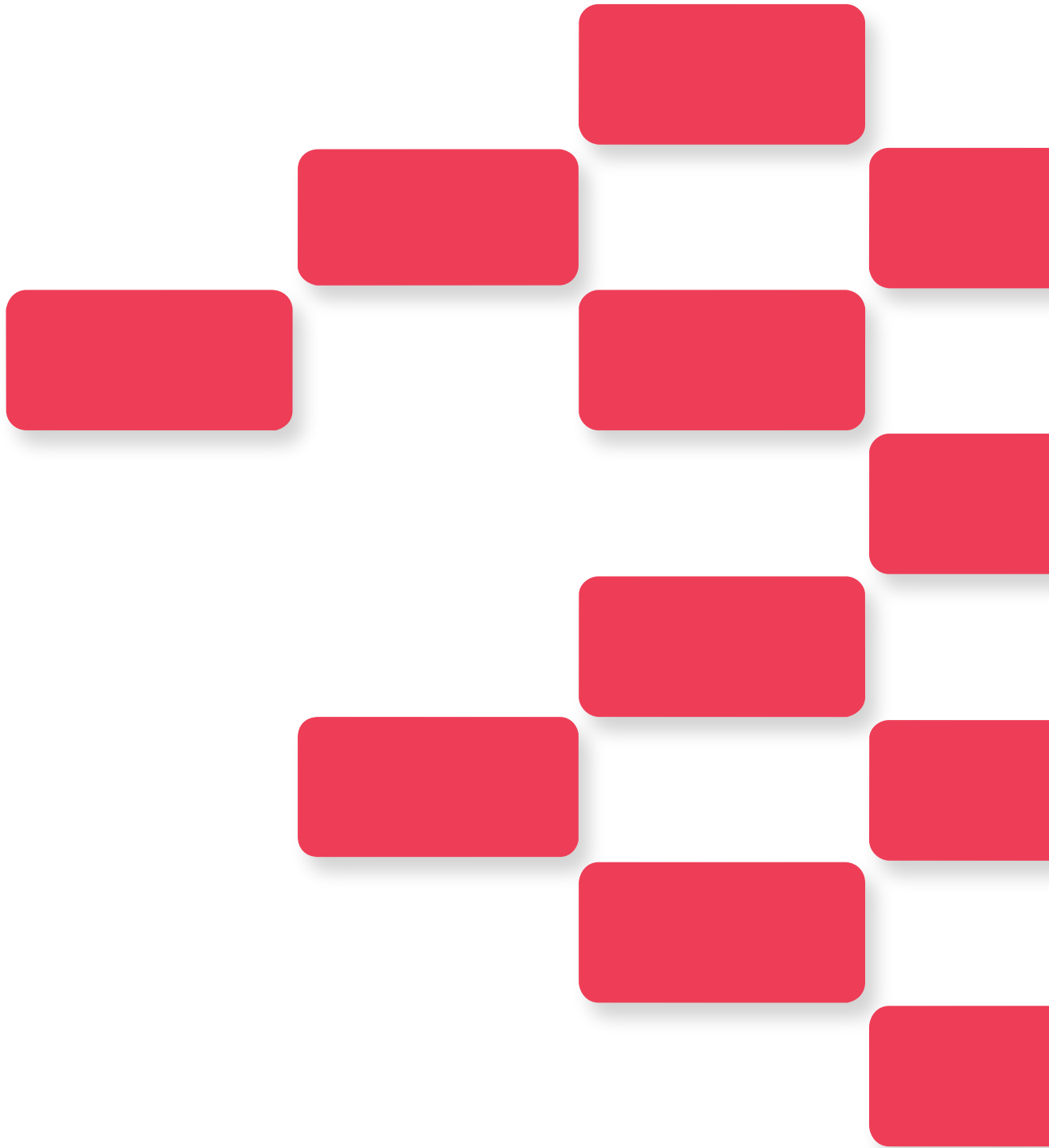


Summary

The Syrenis Consent 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 customizable consent banners through to analytics, IAB framework support, and immutable consent receipts, every capability is designed to ensure that consent is captured accurately, stored defensibly, and honored consistently across your digital estate.

To find out more about how the Syrenis Consent Management module can support your organization, speak with our team or request a demo today.

syrenis



Contact Us

hello@syrenis.com

US Office

Suite 700, 3379 Peachtree Road NE
Atlanta, Georgia 30326, United States
+1 844 585 6264

UK Office

V2, Sci-Tech Daresbury, Warrington,
WA4 4AB, United Kingdom
+44 (0) 20 4551 9501