



# Exports



## Overview

The Syrenis Preference Management module provides a centralized solution for collecting, storing, and managing Data Subject consent and preferences across all channels and systems.

It enables organizations to maintain compliance with global privacy regulations while delivering personalized, consent-based customer experiences through real-time updates and seamless integrations.

Collecting and storing consent and preference data is only part of the challenge - ensuring that data is accessible, portable, and actionable across your organization is equally important. Data exports play a fundamental role in bridging the gap between the Syrenis platform and the wider systems, teams, and processes that rely on accurate preference information to operate in a compliant and effective manner. From regulatory reporting to operational workflows, the ability to extract and share preference data on demand is essential to maintaining trust with your Data Subjects and demonstrating accountability to regulators.

## **Configuration:**

The Export functionality allows users to configure and schedule the export of Syrenis data in a flat file format, pushing output directly to an SFTP server for collection by the relevant team or for programmatic consumption by downstream systems. This functionality is commonly used to stream consent and preference data to external platforms that do not support API connectivity and are therefore unable to utilize the Syrenis Connector Service. It is equally suited to one-off extracts - for example, exporting all Data Subjects currently opted into email communications in order to build a campaign mailing list.

Exports are configured within the platform, where users begin by selecting a base data object and applying filters to define the precise dataset required. Out-of-the-box data objects are available, with the ability to create any custom objects on request.

Users can choose to run a full export on each execution or configure an incremental export that captures only the changes since the previous run, supporting efficient data streaming to consuming systems. Exports can be scheduled to run daily, weekly, or monthly, or executed as a one-off extract as required.

## **Flexible File Format Configuration:**

To ensure compatibility with the broadest range of consuming systems and use cases, the Export module provides granular control over output file formatting. Users can define text qualifiers and delimiter characters, set date formats, select the specific fields to be included in the export, and rename fields to meet the naming conventions required by the target system. This flexibility ensures that exported data is immediately usable by downstream platforms without the need for additional transformation or manual intervention.

## **Incremental and Full Export Support:**

Exports support both full and incremental export modes, giving organizations the flexibility to choose the approach that best suits their integration requirements. Full exports provide a complete snapshot of the relevant dataset at the point of execution, while incremental exports deliver only the records that have changed since the previous run - enabling efficient, lightweight data streaming to connected systems and reducing unnecessary data transfer and processing overhead.

## Scheduled and On-Demand Exports:

Exports can be configured to run on a recurring schedule or executed as a one-off extract when required. This dual capability ensures that both routine data flows and ad hoc requirements, such as producing a current consent snapshot for a specific campaign or audit, can be accommodated without additional development effort or platform changes.

## Rich Out-of-the-Box Data Objects:

The Export module includes a comprehensive set of preconfigured data objects covering the most common export use cases. From full Data Subject records and detailed consent and preference audit trails to system configuration activity, process health and Site Scanner results, organizations have immediate access to the data they need to support compliance reporting, operational workflows, and business intelligence requirements.

## SFTP Delivery for Secure, Reliable Distribution:

Exported files are delivered directly to a configured SFTP server, providing a secure and reliable mechanism for distributing data to the teams and systems that need it. This approach is particularly valuable for integrating with legacy or third-party platforms that lack API capabilities, ensuring that consent and preference data can be propagated across your full technology ecosystem regardless of the integration capabilities of individual systems.



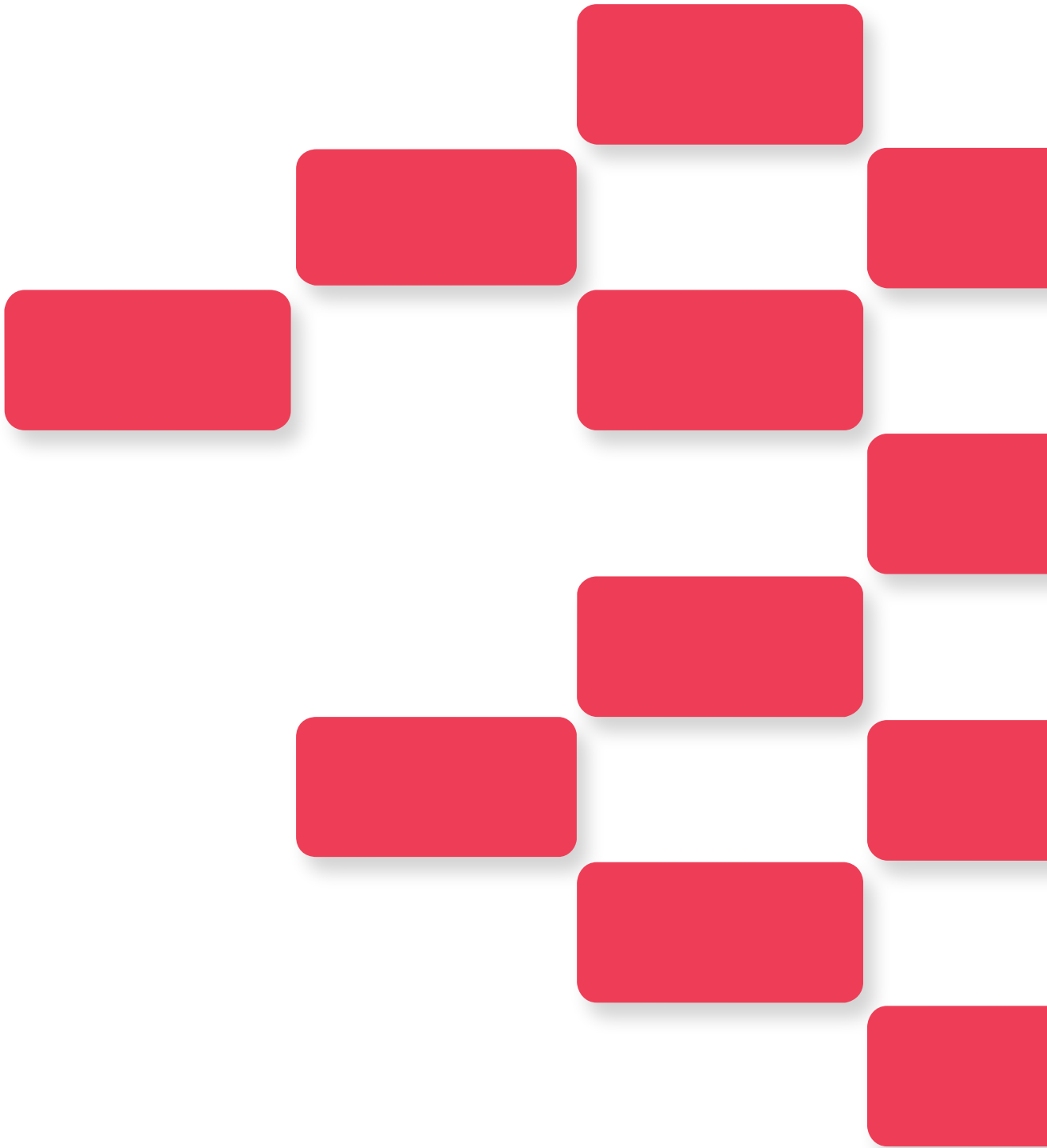


## Summary

The Syrenis Export module ensures that consent and preference data is always accessible, portable, and actionable - regardless of the integration capabilities of the systems that depend on it. From scheduled data streams to on-demand consent snapshots, the module provides a flexible and reliable mechanism for getting the right data to the right place, in the right format.

**To find out more about how the Syrenis Export module can support your data workflows, speak with our team or request a demo today.**

# syrenis



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