



File Loader



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.

While the Syrenis Connector Service and Export module address the ongoing, real-time flow of consent and preference data across connected systems, there are many scenarios in which organizations need to load large volumes of data into the platform in bulk.

Whether establishing a new instance, processing consent collected through offline channels, or consolidating records following a merger or acquisition, the ability to ingest data accurately, reliably, and at scale is essential. The Syrenis File Loader is purpose-built for exactly this need - providing a structured, validated, and fully auditable mechanism for bulk data operations of any size.

The Challenge of Bulk Data

Consent and preference data does not always originate from digital, API-connected touchpoints. Organizations regularly encounter scenarios where significant volumes of data must be brought into the platform outside of the standard real-time integration model:

- **Day One Data Loads:**

When an organization first deploys the Syrenis platform, existing consent and preference records held in legacy systems or other platforms must be migrated accurately and completely before the platform can become the authoritative record of consent.

- **Offline Consent Collection:**

Events, in-store interactions, paper-based sign-up processes, and other offline channels produce consent records that cannot be captured in real time. These must be loaded into the platform in bulk to ensure that offline consent is honored with the same rigor as digitally collected consent.

- **Mergers, Acquisitions, and Data Purchases:**

When organizations acquire another business or purchase a consented dataset, those records need to be reconciled with existing Data Subject records, deduplicated, and loaded into the platform in a controlled and compliant way.

In each of these scenarios, the integrity of the consent record is paramount. Data loaded in bulk must be subject to the same validation standards, matching logic, and audit requirements as data collected through any other channel - and any errors or rejections must be visible, actionable, and traceable.



How It Works

The File Loader processes CSV files uploaded to a secure cloud storage environment, supporting four operation types - each designed to address a distinct bulk data scenario.

Contacts & Preferences is the primary file type, used to load Data Subject records alongside their associated consent and preference decisions. Both contact profile data and granular preference records - including the channel, statement, date, source, and privacy notice - can be included within a single file, and the platform automatically groups multiple rows relating to the same individual into a single, deduplicated submission.

Delete and Right to Be Forgotten (RTBF) enable organizations to process bulk deletion and erasure requests in volume, ensuring that data retention policies and individual privacy rights can be fulfilled accurately and at scale.

Merge allows organizations to consolidate duplicate Data Subject records - defining which record to retain and which to merge - making it particularly valuable when reconciling data following an acquisition or system migration.



Validation and Data Integrity

Bulk data operations carry an inherent risk: without rigorous validation, a single poorly formatted file can introduce inaccurate, incomplete, or unresolvable records into your consent database - undermining the integrity of the very data you depend on to demonstrate compliance. The File Loader eliminates this risk by applying the same validation standards to bulk-loaded data as to consent collected through any other channel, ensuring that what enters the platform is accurate, complete, and defensible.

Where errors do exist within a file, the File Loader handles them intelligently. Valid records are processed without delay, while rejected records are isolated, clearly labeled with the reason for rejection, and made available for review and resubmission. No manual triage of the full file is required - administrators can identify and address only the rows that need attention, and resubmit with confidence. Files can contain up to five million rows, and the platform is built to handle volumes of this scale reliably, without any impact on performance.

Monitoring and Transparency

Bulk data operations should never be a black box. The File Loader provides administrators with complete visibility into every upload - its status, its outcomes, and where things have gone wrong - so that issues can be identified and resolved quickly, and so that compliance teams have a clear, auditable record of every bulk data operation carried out on the platform.

A summary dashboard and detailed file history, accessible within the Admin Portal, give teams an at-a-glance view of activity across any period, with the ability to drill into individual file loads to understand exactly what was processed, what was rejected, and why. Where rejections have occurred, example records surface immediately within the UI, minimizing the time needed to diagnose and remediate problems. Automatic notification emails ensure that the right people are informed of outcomes without needing to monitor the platform directly, and role-based permissions mean that access to sensitive data within rejection records is appropriately controlled.

Extended Preferences and Complex Data Structures

For organizations whose consent model extends beyond standard channel preferences, the File Loader ensures that the full depth of preference data can be preserved during bulk operations. Extended Preferences - such as communication frequency or content type - can be included alongside standard consent records, meaning that a bulk load never results in a richer, more complete record being reduced to a less detailed one. Whatever level of granularity your consent model requires, the File Loader is built to honor it.



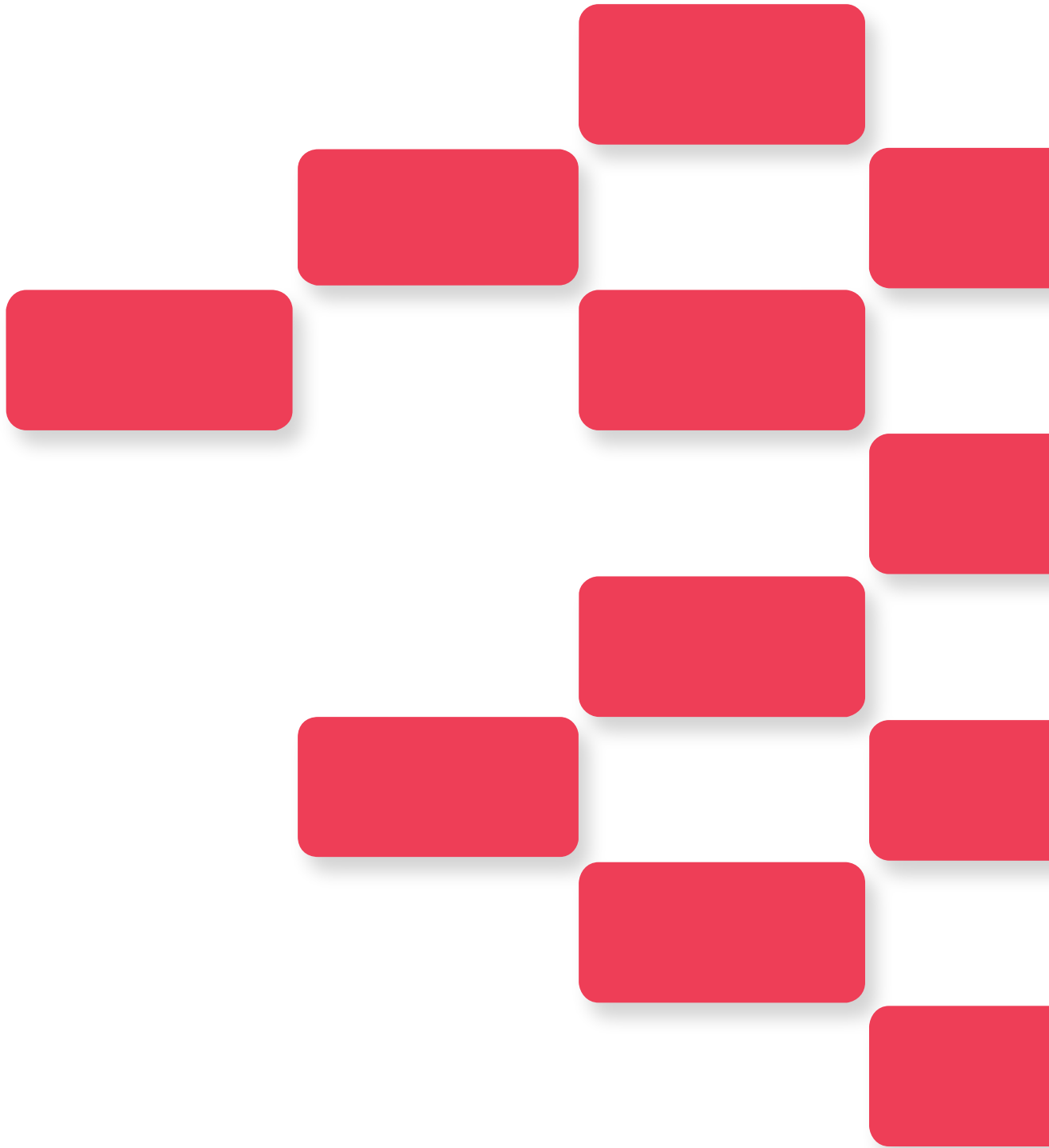


Summary

The Syrenis File Loader gives organizations a reliable, validated, and fully auditable mechanism for bulk data operations - whether loading consent records at scale, processing deletion or erasure requests in volume, or consolidating records following a merger or acquisition. With robust validation, transparent rejection handling, and a clear monitoring interface, the File Loader ensures that bulk-loaded data meets the same standards of quality and compliance as data collected through any other channel.

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

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