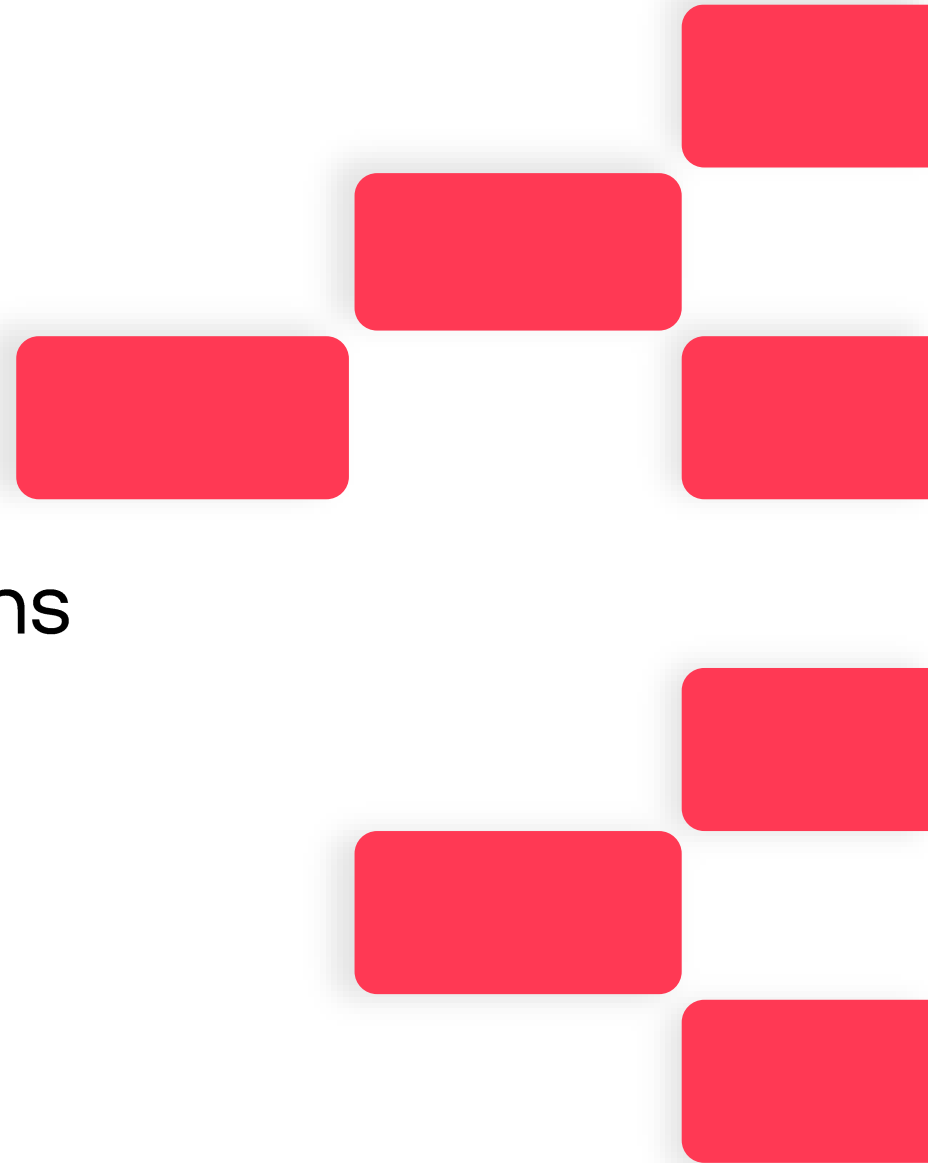




KPMG x Syrenis: Powering the Future of Privacy Operations

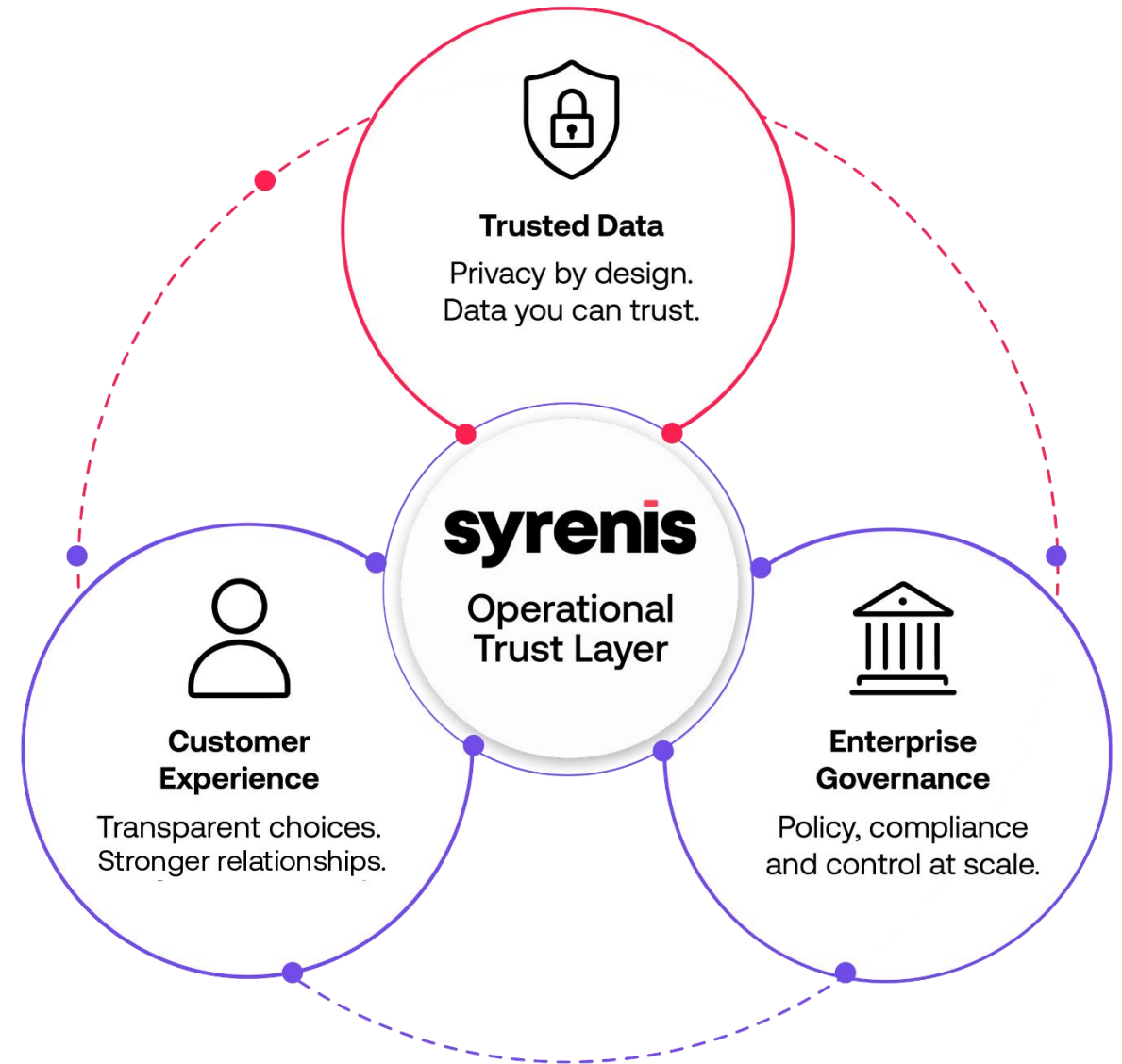
Morgan Woodbury - VP, US Enterprise Sales

May 18, 2026



Powering Trusted Customer Experiences

Syrenis unifies **privacy, consent** and **preference management** into a trusted data foundation for growth.



Powering **Trusted** Customer Experiences

Why Syrenis

- We **operationalize trust** to help enterprises innovate with confidence and meet evolving expectations.
- We **connect** privacy, consent and data activation across your digital ecosystem.
- We turn privacy from a compliance requirement into a **driver** of customer **trust** and **growth**.

What we enable

- Enterprise-grade consent & preference orchestration.
- Real-time governance for customer data and preferences.
- Trusted data activation, increasingly imperative in this AI era.
- Flexible, API-first architecture for complex environments.

Business outcomes



Build **customer trust** through transparent data experiences



Reduce risk and operational complexity



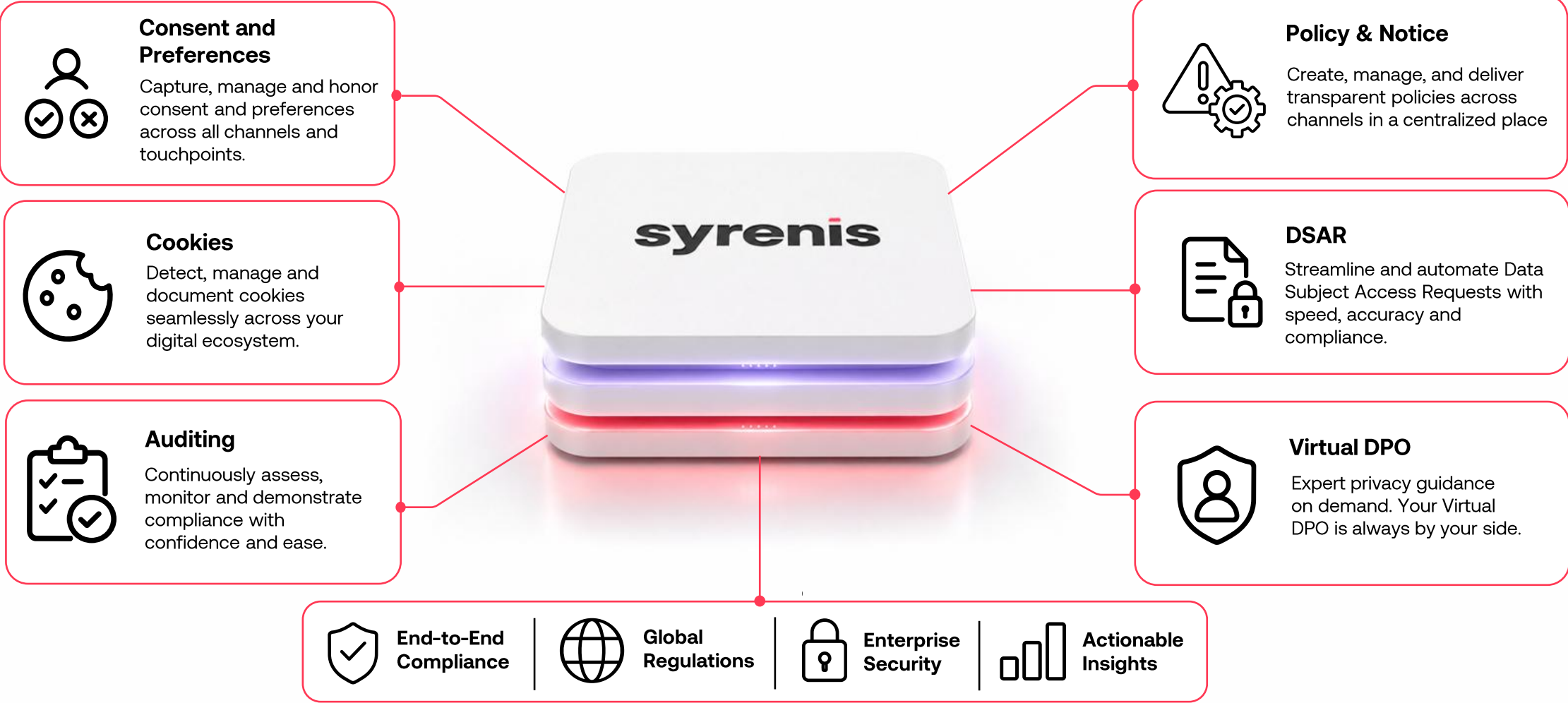
Improve personalization with higher-integrity consented data



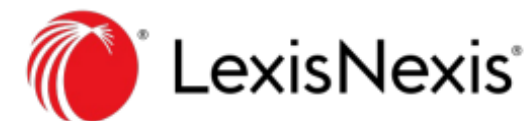
Future-proof privacy operations for AI and evolving regulation

The Privacy Experience Your Customers Trust

Lead with **Privacy**. Deliver **Confidence**. Build Lasting **Trust**.



Innovative Customers



Trusted Data Starts with Trusted Partnerships

A modern [consent](#) and [preference management](#) partner that helps you lead transformation and [drive growth](#).

Enable

Accelerate enterprise transformation

- Faster path from strategy > value
- Enterprise-ready platform
- Reduce delivery friction with API-first architecture and flexible integrations

Expand

Unlock higher value opportunities

- Strategic advisory opportunities
- Support Marketing, Privacy and CX initiatives
- Drive broader transformation conversations

Win

Drive measurable growth, together!

- Joint pipeline and strategic pursuits
- Shared thought leadership and events
- Dedicated enablement and technical support

The Syrenis [Difference](#)

Most companies stop at compliance. Syrenis goes further and was built with customer interactions in mind first - **operationalizing consent** and preferences across the customer experience to unlock **trusted data**, better UX, and outcomes that **drive revenue**.

What We Will Demo Today

1

Detection &
Compliance
Baseline

- Tracker & Risk Scanning
- Managed Privacy Notice

Situational awareness

2

Consent
Collection

- Matching Rules
- Cookie Banners
- Preference Pages

Capture it compliantly,
every time

3

Managing
Consent

- Customer Service Portal
- Subject Rights Request Portal

A single source of truth,
end-to-end

4

Integrations

- Connector Service
- File uploads from events
- Flat-file exports for legacy systems

Make consent actionable
across the stack



Thank you!

We have created a dedicated [resource hub](#) to support your evaluation following our recent workshop and product demonstration.

[Discover more](#)

