



Identity Service



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.

While achieving cookie compliance is a critical foundation, it is not the only challenge facing businesses today. The introduction of Intelligent Tracking Prevention (ITP) and similar browser technologies mean that cookies - even those a user has actively consented to - can be automatically deleted within days of being set. The Syrenis Identity Service is designed to address this, working alongside the Syrenis Consent Management Module to persist consent decisions, protect the user experience, and ensure the accuracy of your marketing attribution data.

What is ITP and Why Does it Matter?

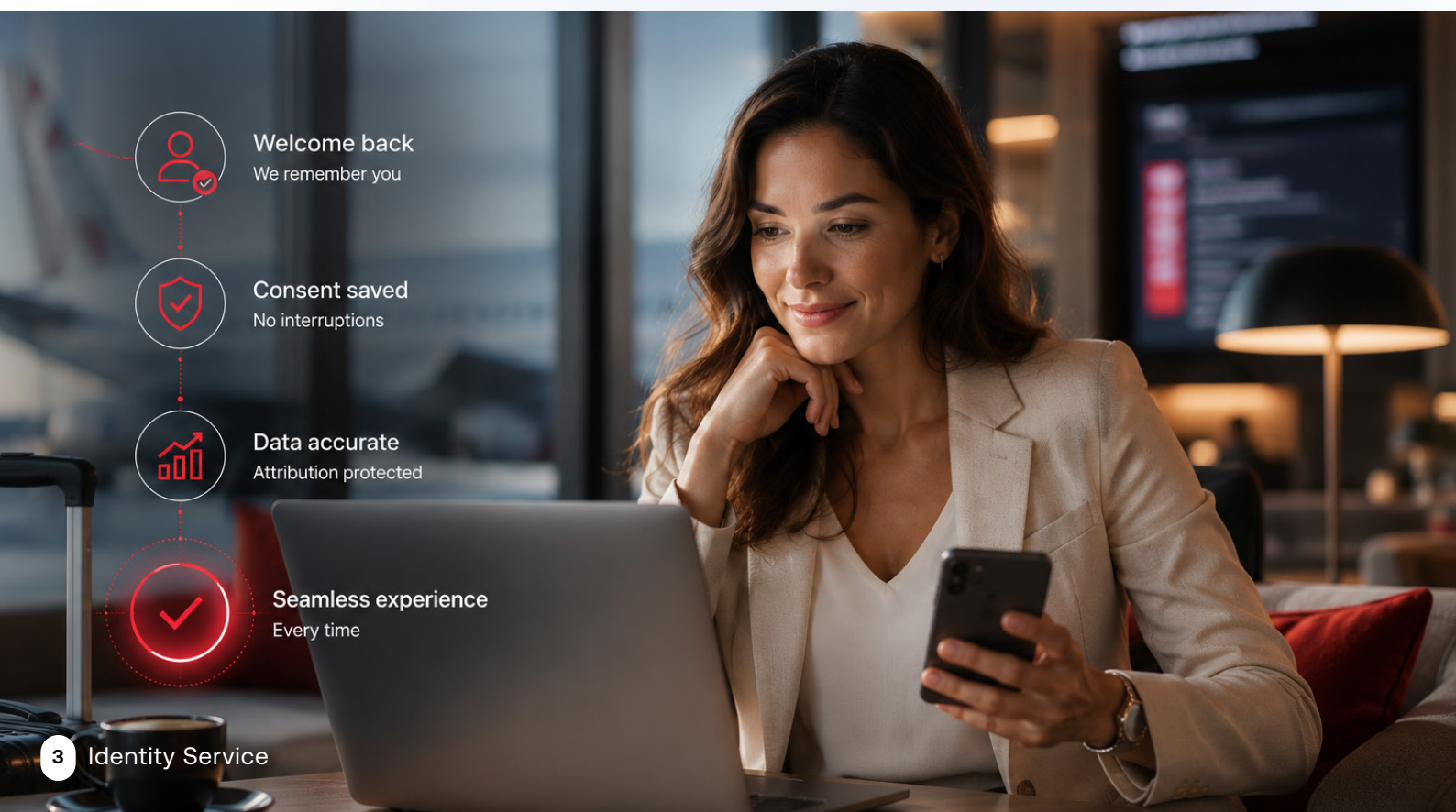
Intelligent Tracking Prevention is a privacy feature embedded in browsers such as Safari and Firefox that automatically deletes first-party cookies between one to seven days after they are dropped - regardless of whether the user has provided consent. Similar technologies are also being introduced in Chrome and Edge, meaning the impact of ITP will only broaden over time.

For businesses, this creates two significant problems. First, returning visitors who have already consented to cookies are presented with the consent banner again, creating a frustrating and repetitive experience that erodes trust and increases the likelihood of consent being declined on subsequent visits. Second, because the original tracking cookie has been deleted, returning visitors are incorrectly attributed as new visitors within analytics platforms - distorting channel performance data, misrepresenting the effectiveness of paid campaigns, and undermining the strategic decisions that depend on accurate attribution.

The Syrenis Identity Service:

The Syrenis Identity Service resolves these challenges by persisting cookies and their values even when they are automatically deleted by a user's browser. By maintaining a server-side record of the consent decision and restoring it when needed, the Identity Service ensures that users are not presented again with the consent banner unnecessarily, and that their original consent and tracking data remains intact across sessions.

The Identity Service integrates seamlessly with the Syrenis Consent Management Module and is straightforward to deploy, requiring no significant changes to your existing technology stack. It is built to be scalable and high-performing, capable of handling high volumes of traffic without impacting page load times or user experience.



Benefits

Improved User Experience:

By preventing the unnecessary re-presentation of consent banners to users who have already consented, the Identity Service eliminates one of the most common sources of friction in the digital customer journey. Visitors are no longer interrupted by repeated consent requests, resulting in a smoother, more consistent experience that reflects positively on your brand.

Reduced Consent Fatigue and Opt-Out Risk:

Every time a returning visitor is asked to consent again, there is a risk that - through frustration - they decline. The Identity Service removes this risk by ensuring that previously recorded consent decisions are preserved and honored, protecting both the user relationship and the volume of consent data available to your marketing teams.

Accurate Marketing Attribution:

With the Identity Service in place, returning visitors are correctly identified as such, preserving the original source attribution that ITP would otherwise erase. This ensures that your analytics data accurately reflects the performance of each marketing channel - including paid search and display - allowing you to make confident, data-driven decisions about campaign strategy and budget allocation.

Compliance Across Multiple Legislations:

By ensuring that consent decisions are correctly persisted and honored regardless of browser behavior, the Identity Service supports compliance with a broad range of privacy regulations. Rather than treating compliance as a one-time event, the Identity Service ensures that your consent posture remains accurate and defensible on an ongoing basis.

Future-Proof Protection:

As ITP and similar privacy technologies continue to evolve and expand across additional browsers, the challenges they present will only grow. The Syrenis Identity Service provides a robust and adaptable foundation for managing these changes, ensuring that your business remains protected as the browser landscape develops.

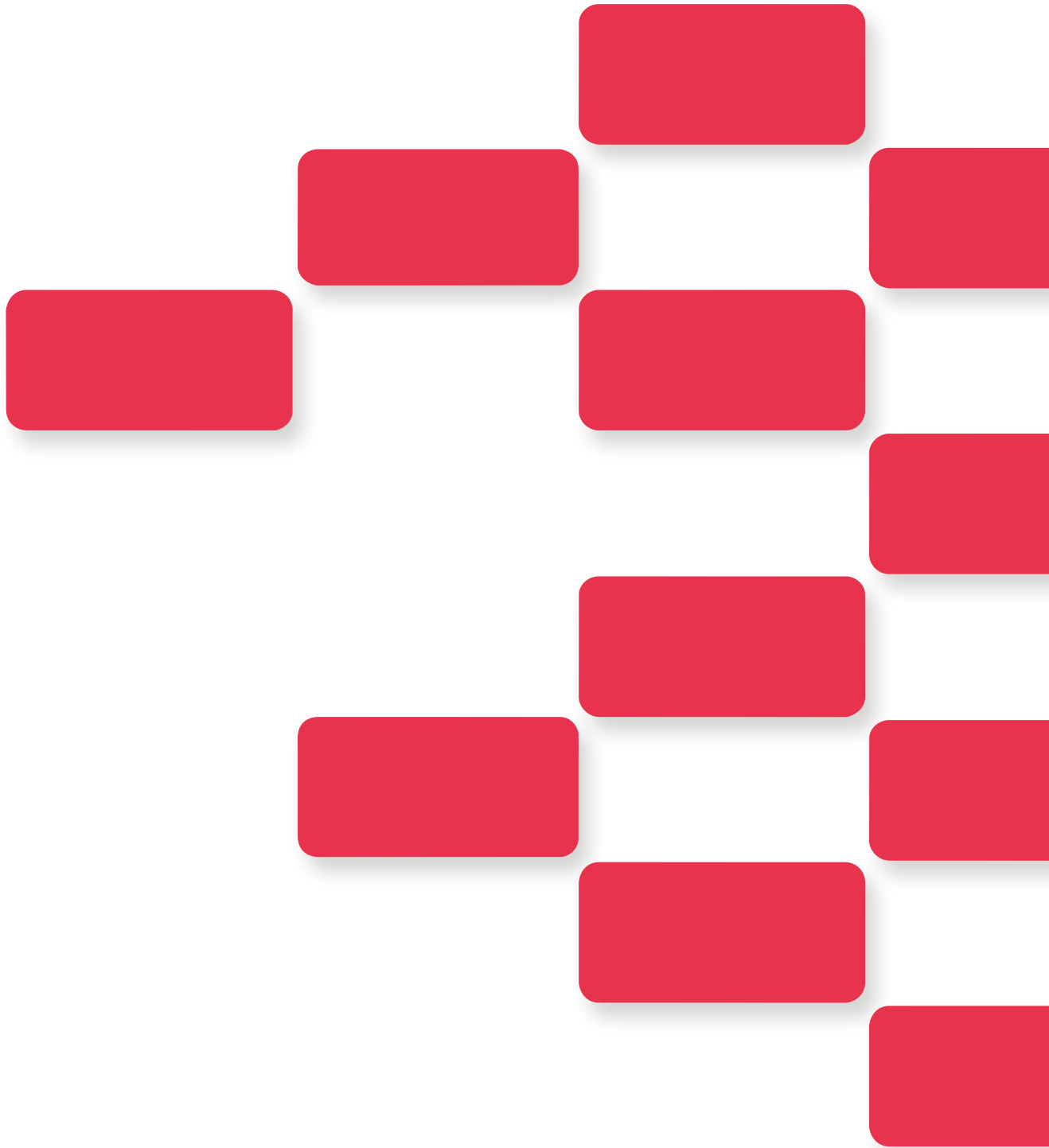


Summary

The Syrenis Identity Service ensures that the consent decisions your visitors have already made are respected and preserved - regardless of what their browser does in the background. By resolving the challenges created by ITP and similar technologies, organizations can eliminate consent fatigue, protect the user experience, and maintain the accuracy of their marketing attribution data. As browser privacy features continue to evolve, the Identity Service provides a robust and future-proof solution that keeps your compliance posture and your analytics intact.

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

syrenis



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