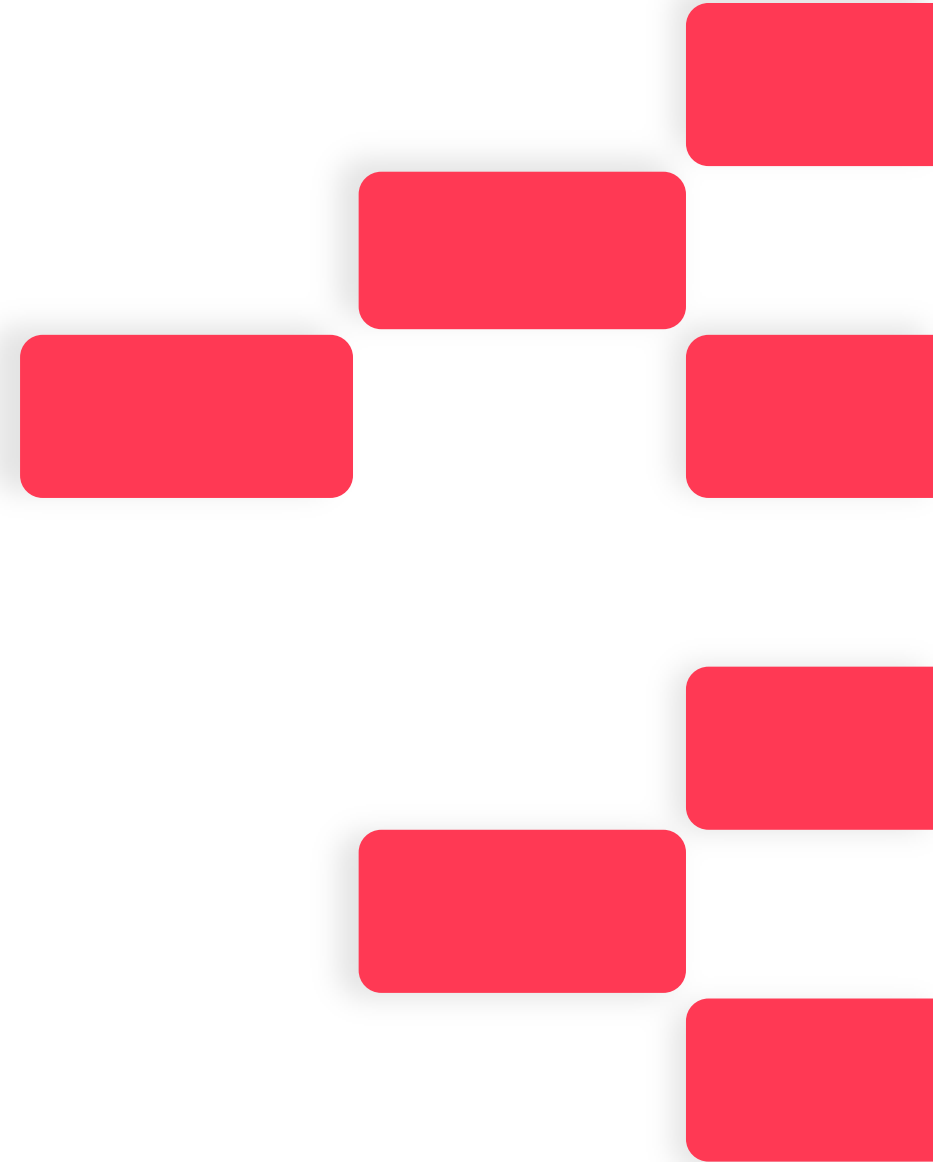


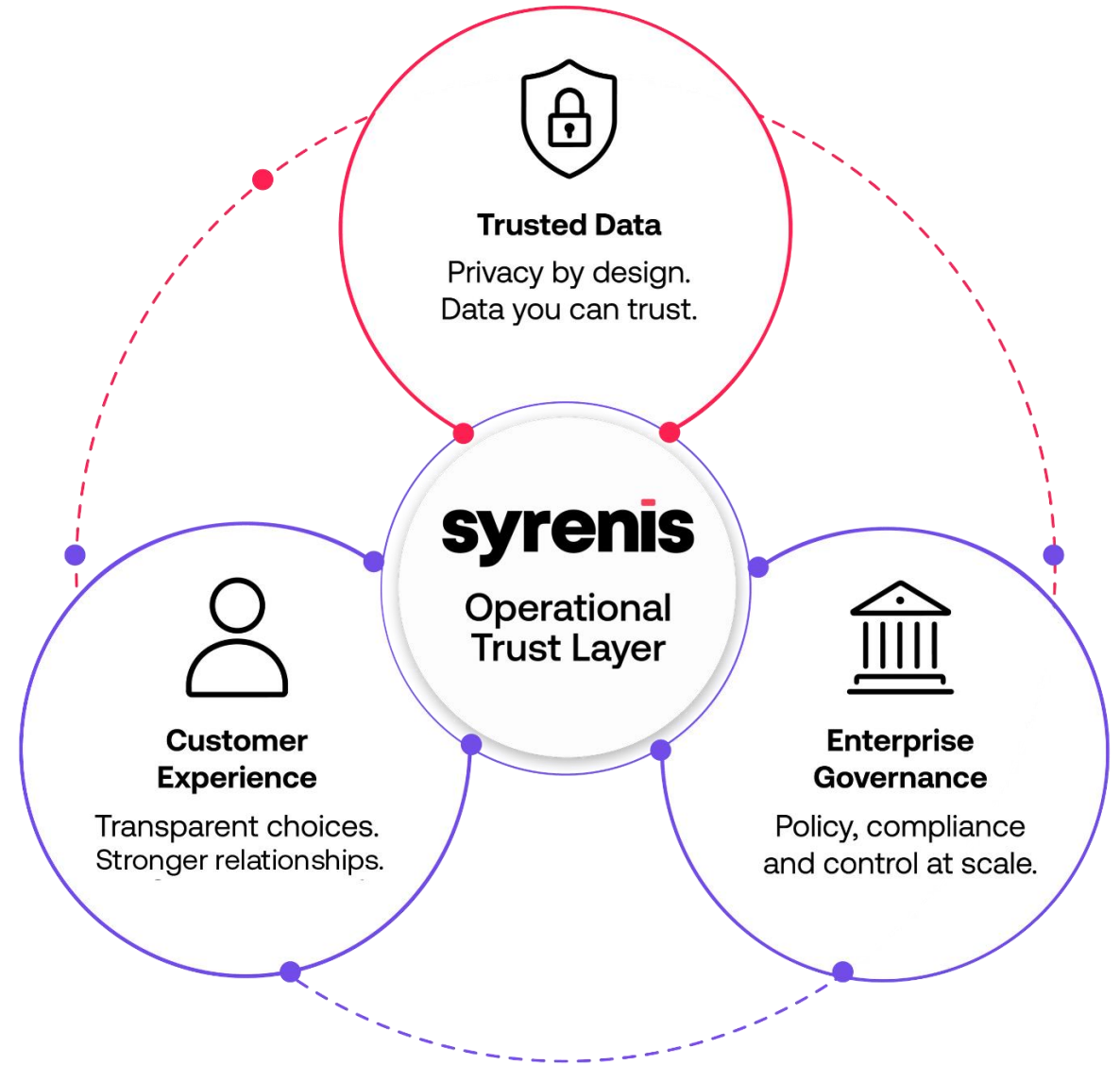


Syrenis & PWC: Powering the Future of Privacy Operations



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



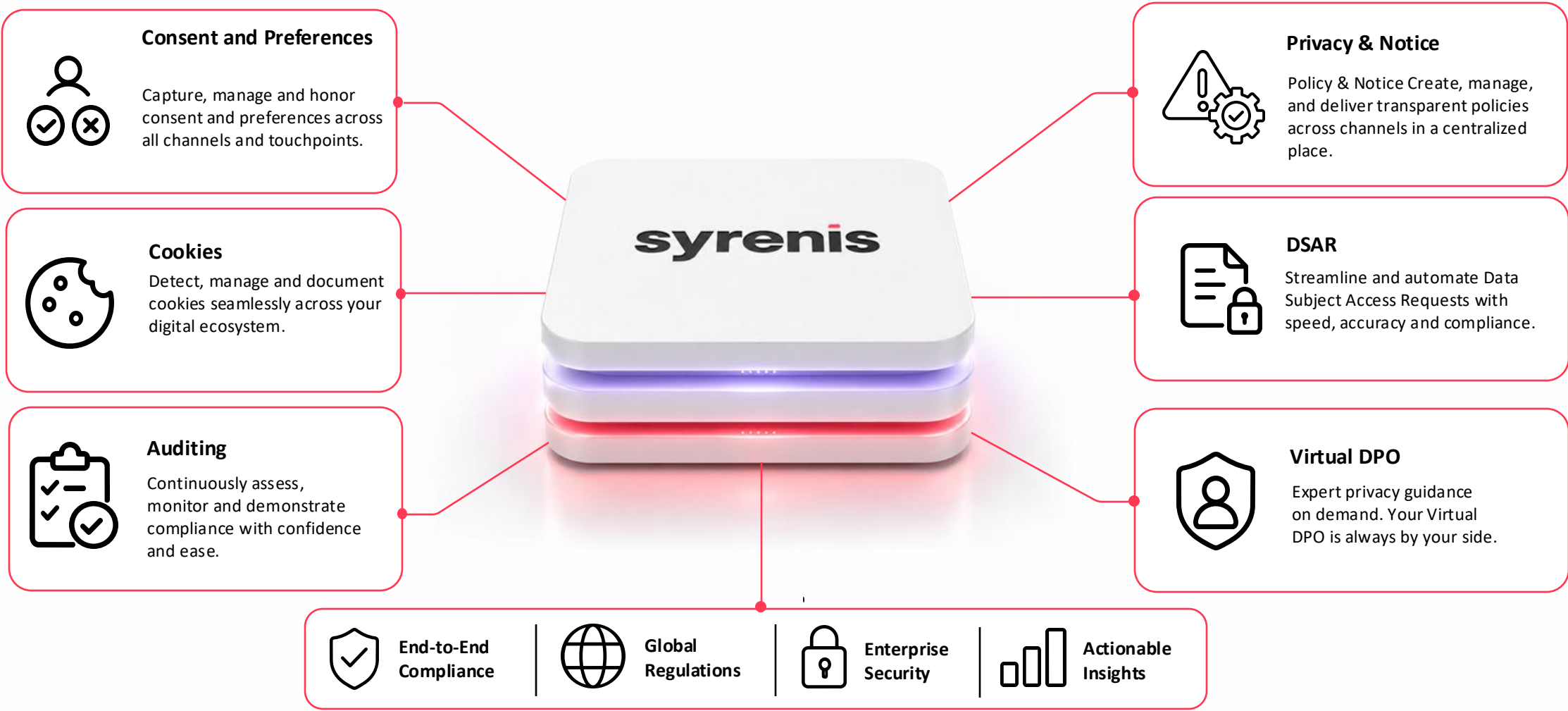
Improve personalization with higher-integrity consented data



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

Lilly



Wynn
RESORTS

sportsbet



Trusted Data Starts with Trusted Partnerships

A modern **consent** and **preference management partner** that helps you lead transformation & **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

2 Consent Collection

- Matching Rules
- Cookie Banners
- Preference Pages

3 Managing Consent

- Customer Service Portal
- Subject Rights
- Request Portal

4 Integrations

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



Thank you!

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

[Discover more](#)

