

Maximize Consent Rates with Consent on Demand

LiveRamp Privacy Manager's Consent on Demand feature non-intrusively highlights your property's value exchanges. Use Consent on Demand to increase awareness of why data processing is necessary to provide the best experience, and foster a dialog with your visitors at key points of influence to show how lack of consent negatively affects their visit.

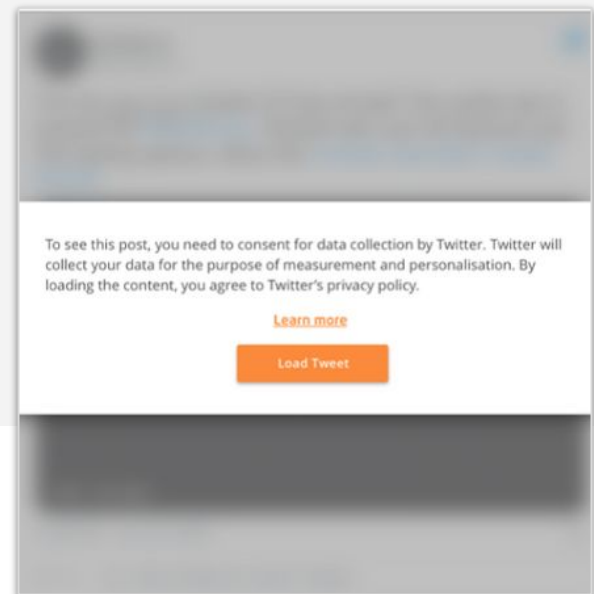
What is Consent on Demand?

Consent on Demand helps maximize consent rates by loading placeholder overlays atop content that does not have the permissions to operate normally, e.g., if someone rejects all processing purposes you cannot load a third-party embedded video or a contact form.

When a consumer interacts with an overlay to load content, they **only consent to the specific vendors and purposes required** to engage with that content.

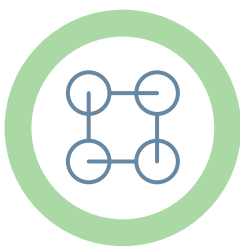
Why use Consent on Demand?

Consent on Demand facilitates a data privacy related dialogue by demonstrating the value consumers get in exchange for their consent. For individuals who instantly reject all processing, Consent on Demand provides a means to have them think twice and easily adjust their settings in a consumer-friendly experience.



Consent on Demand overlay template for Twitter

Benefits



Interoperable

We support TCF v2.0 and custom frameworks like Google ACM.



Customizable

Use one of our many existing templates or build your own



Improved UX

Improve consumer privacy experiences for all site visitors