

Microsoft Priva Consent Management

Optimize and scale consent management across hybrid environments



The challenges with managing consented data

In today's digital landscape, interactions with companies, websites, and apps are primarily digital, leading to an explosion of individual data. Managing consumer consent across numerous digital endpoints poses significant challenges, which is compounded by using disparate tools that lack compliance integration. As global data regulations tighten and fines escalate, managing consumer consent becomes crucial. Our platform empowers organizations to align data usage with consent preferences, mitigate risks, and build customer trust, ensuring compliance with stringent privacy laws while maximizing data value.

Customers desire more control over their consented data

84%

of respondents to a recent survey said they care about privacy and want more control over how their data is used. Among this group, 80% said they're willing to take action to protect their data.¹

Microsoft Priva Consent Management

Ensure your organization is using consented personal data in a privacy-conscious manner, and meet data privacy regulations by streamlining consent management and consented data usage. Built by harnessing Microsoft's extensive experience and expertise in privacy operations, Microsoft Priva Consent Management provides a solution for bolstering your organization's personal data consent management capabilities in

a simplified and streamlined manner. Mitigate risks for non-compliance with Priva Consent Management through easily configurable integrations across your data landscape, helping to ensure that all personal data usage is aligned to right use.

¹ CISCO Cybersecurity Series 2019. Consumer Privacy Survey. November 2019.

How Priva Consent Management works

Microsoft Priva Consent Management is a solution for streamlining the management of consent at scale—helping you comply with data privacy laws and regulations.

Create customizable consent models

Quickly author dynamic consent models using custom or prebuilt templates.

Support organization-specific layouts

Create on-brand layouts for consent models that conform to changing business needs.

Streamline the deployment of consent models

Use a centralized process to publish consent models to multiple regions at scale.

Key features

Priva consent management offers an array of features to help your organization bolster your privacy posture.

Flexible and customizable consent models

Priva Consent Management offers a robust consent creation platform with flexible and customizable rules for defining conditions when consent is needed.

Custom layouts to match your brand

Easily create custom layouts that conform to your brand standards.

Easy integration with customer portals

Priva Consent Management provides easy integration with customer-hosted portals using a centralized process for the publishing of consent models, supporting multiple endpoints at scale.

User-friendly dashboards for maximum visibility

Use a dashboard view of consented data collections for maximum visibility and streamline the auditing of consented data collections across your data landscape.

Simple deployment and management of consent models

Effortlessly assemble the logic of a consent model from various sources into a unified deployment package, ensuring ease in both the creation and deployment processes. Connect to supported content delivery networks (CDNs), including Microsoft Azure, Amazon Web Services (AWS), Azure Storage, Cloudflare, and more.

Take the next step

Learn more about the [Microsoft Priva](#) family of products to streamline and improve your data privacy processes today.

Check out the [Microsoft Priva Consent Management web documentation](#) to dive deeper into our product.