



Seamless privacy: Exploring the world of OneTrust integrations

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Speakers



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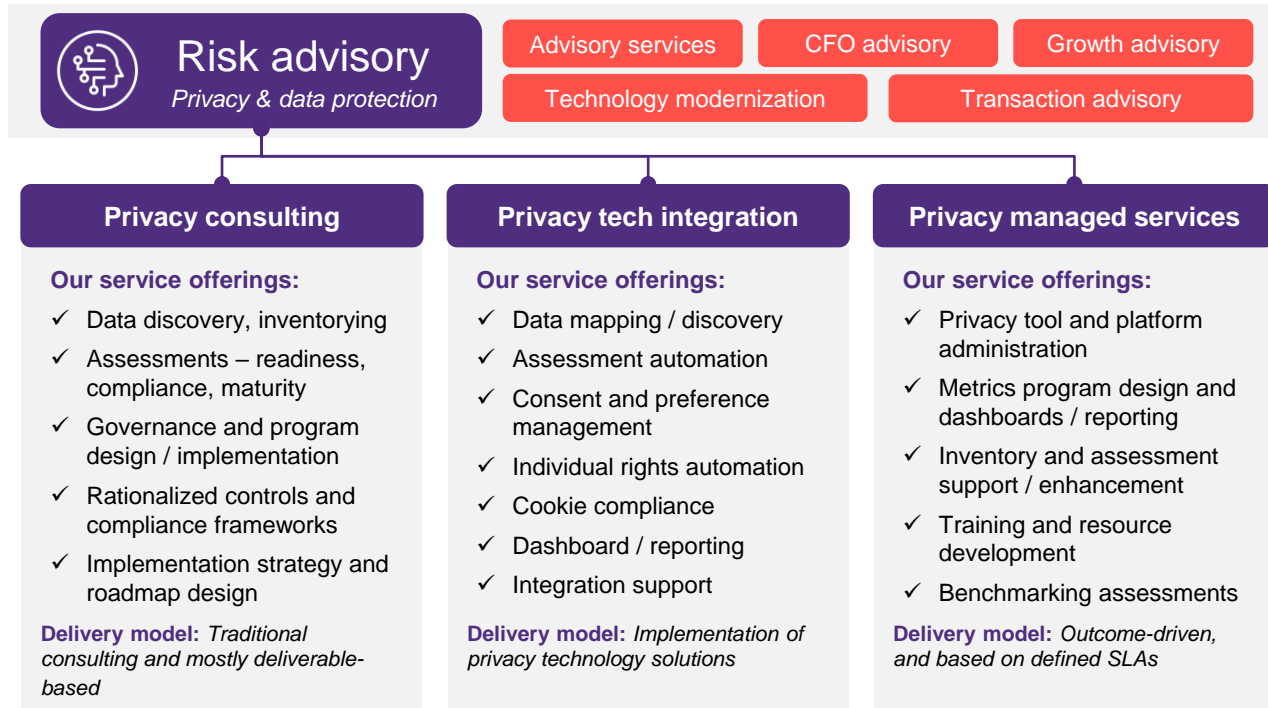
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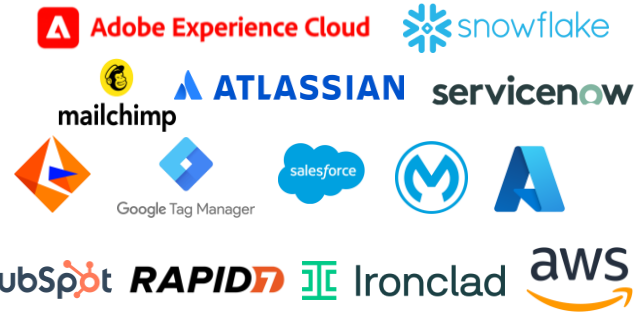
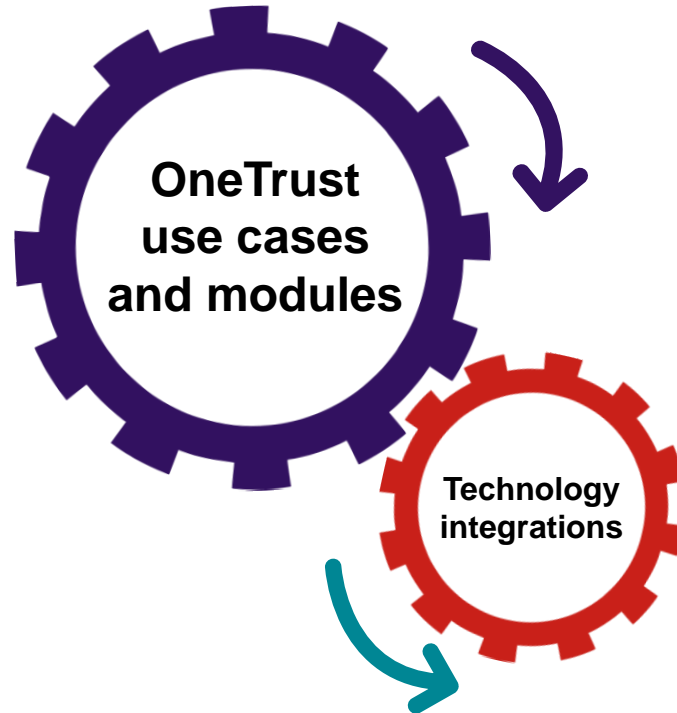
Privacy and data protection services



Common integrations overview

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- ✓ Privacy Rights Automation (PRA)
- ✓ Enterprise policy
- ✓ Consent and Preference Management (CPM)
- ✓ Data discovery and governance
- ✓ Data mapping automation
- ✓ Incident response
- ✓ Cookie consent
- ✓ Third-party risk management



- ✓ **Snowflake:** PRA, Enterprise Policy, CPM, Data Discovery
- ✓ **AWS:** CPM
- ✓ **ServiceNow:** PRA, Data Mapping Automation, Incident Response, Compliance Remediation
- ✓ **Adobe CDP:** PRA, Cookie Consent, CPM, Data Discovery and Governance
- ✓ **Ironclad:** TPRM
- ✓ **MuleSoft:** Mediation layer and communication services
- ✓ **GTM:** Cookie Consent

Common use cases

Cookie Consent

- **Adobe Launch** and **Google Tag Manager** integrations help support cookie compliance through managing real-time cookie consent data ensuring that cookies are processed according to user preferences.



Adobe Launch



Google Tag Manager

Consent and Preference Management

- **Adobe Experience Cloud**, **Salesforce**, and **ServiceNow** integrations help support CPM by managing consumer preferences efficiently, ensuring compliance for communication opt-in and opt-out preferences, as well as personal data.



Adobe Experience Cloud

servicenow

salesforce

Data Discovery

- **Snowflake**, **Collibra**, and **Atlassian** integrations help support data discovery by enhancing data discovery processes and governance frameworks. These integrations help in maintaining a clear mapping and inventory of personal data, which allow transparency and accountability.

ATLASSIAN



snowflake



Collibra

GRC & TPRM

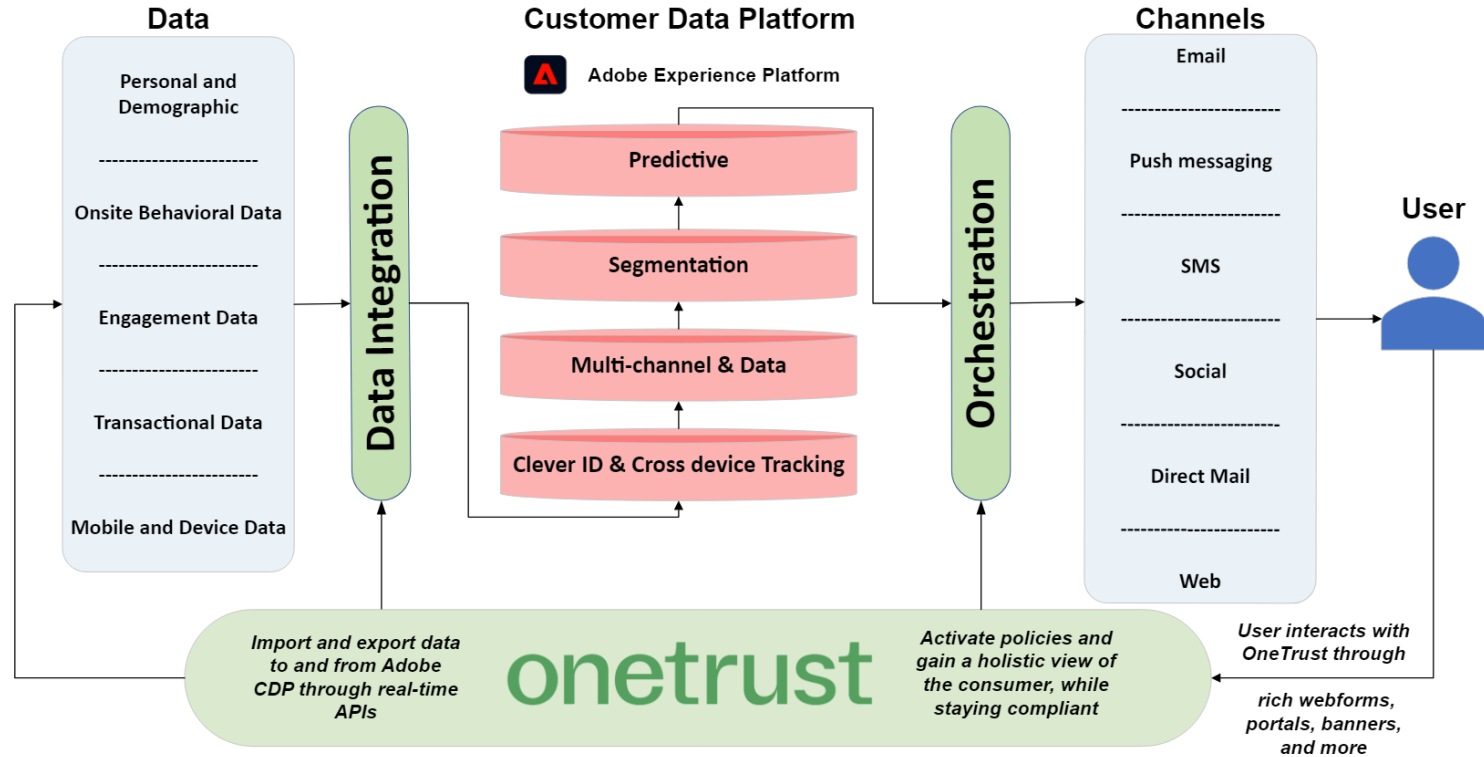
- **ServiceNow** and **Ironclad** integrations facilitate governance, risk and compliance processes, while also integrating third-party risk management and contract lifecycle management to ensure all company systems are following appropriate regulations.

servicenow



Ironclad

OneTrust + Adobe CDP Detailed Architecture



Q&A

Thank you!