



The Consent-Based Marketing Model provides:

- 1 data privacy consent mechanism for consumers
- 2 accurate, consented data analysis and targeting for marketers
- 3 direct engagement between consumer and advertiser
- 4 dramatically reduced costs of fulfilling Consumer Data Requests (DSAR)
- 5 updated brand databases with clean, accurate, consented data in real time
- 6 reduced potential of Data Erasure Requests - transparency with consumer