

# Consent Management Solution

Cyber Security



In the digital economy, enterprises must securely process personal data at scale to hyper-personalize products and services to thrive. Data privacy will be the new currency for growth to win customer trust and loyalty. Recent data privacy regulations protect the customer's right globally and imposed over \$500 million penalties on businesses that were non-compliant. Several governments and statutory bodies in EU, UK, Canada, Brazil, South Africa, Australia, Chile, USA, and most recently, China have passed laws on privacy and protection of personal data. Organizations should partner with technology firms that understand data privacy requirements and blend their solutions into existing IT architecture to effectively build holistic privacy programs.

Tata Consultancy Services' Consent Management Solution primarily helps centralize consent life cycle management and automate data protection rights of individuals. It can be deployed in a multi-tenant architecture to cater to global data privacy regulations and reduce compliance costs by up to 80%.

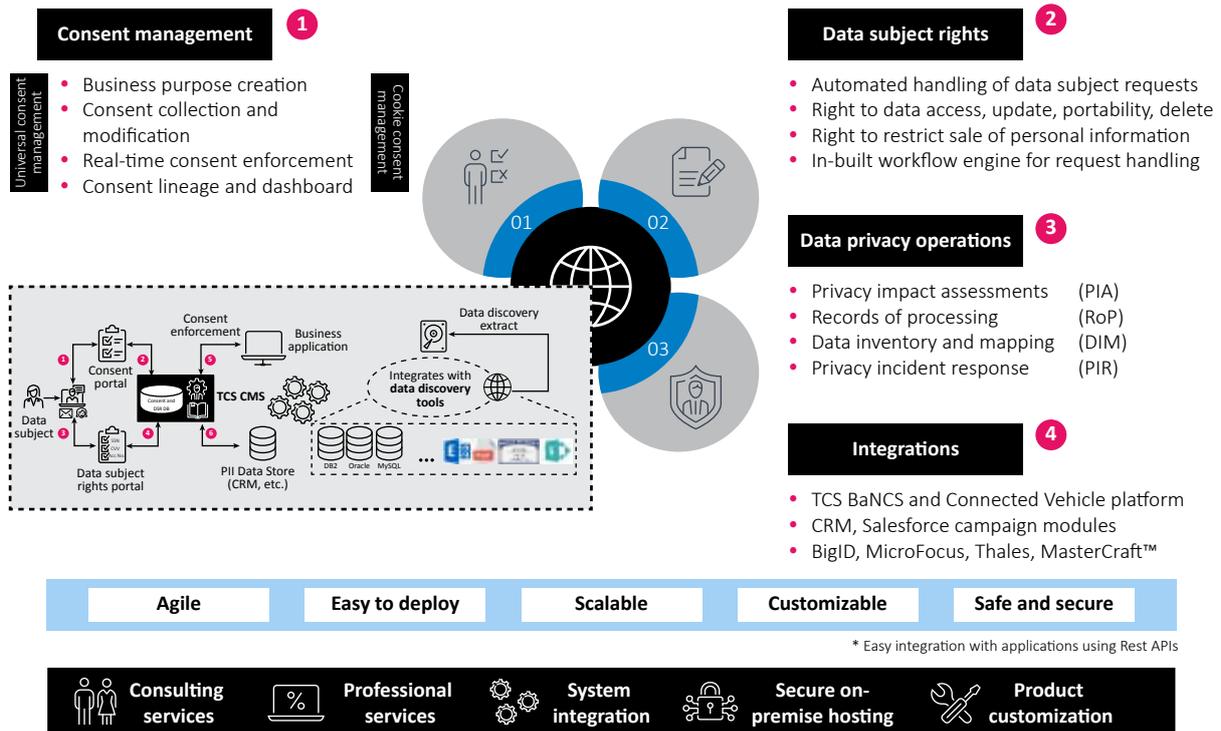
## Overview

Recent laws are mandating organizations to obtain consent before using personal data. Protection of personal data throughout the data life cycle and when data is sold or shared is also essential to meet regulatory compliance. It is extremely challenging for multi-national companies to meet data privacy requirements in an environment where personal data gets shared at every touch point. With fast evolving data privacy laws, organizations would experience major compliance burden in the absence of a scalable and automated data privacy solution.

TCS' Consent Management Solution can help organizations meet the latest data privacy regulations while reducing operational costs. The solution comes with ready-to-use APIs powering seamless integration across the IT enterprise applications. Data protection officers are empowered through the several modules of TCS' CMS that enable consent enforcement, automation of data subject rights, dynamic masking of personal data on application screens, privacy impact assessments, records of processing activities, privacy incident register, and others.

TCS provides end-to-end services in terms of consulting, technology, professional services, system integration and managed services for data privacy operations. We are recognized as a leader by Nelson Hall, Forrester and Everest to elevate cyber resiliency across the organization.

# TCS Consent Management Solution



An overview of TCS Consent Management Solution

## The solution

TCS' Consent Management Solution comprises of the following modules:

### Consent management:

- Configure purposes of processing personal data and enable collection, modification, and enforcement of consent with dynamic data masking of sensitive personal data on UI screens.
- Integrate with websites to ensure consent-driven data collection by first party and third-party domain cookies.

### Data subject rights:

- Automate right to access, update, portability, delete, restrict sale and sharing of data.
- Integrate with data discovery and data protection solutions to automate last mile actions.

### Privacy impact assessments:

- Leverage ready-to-use 100+ questionnaire with customizable assessment web form.
- Manage risk register and map risks to privacy questions, focus areas and global regulations.

### Records of processing:

- Document records of processing activities for all applications that process personal data.

### Data inventory and mapping:

- Centrally update an inventory of personal metadata identified during manual data discovery exercise and map usage of such data with respect to people, process and technology.

### Privacy incident register:

- Document all privacy incidents to capture the impact and actions taken towards remediation by cyber security incident teams.

## Benefits

With TCS' Consent Management Solution, organizations can:

- **Drive risk mitigation and compliance:** Control the processing of personal data tightly coupled with business purposes of processing and consent from data subjects.
- **Ensure data security and privacy:** Leverage our secure design philosophy with built-in encryption for all personal data stored within the product.
- **Address the mandates of evolving privacy regulations:** Customize the product as per your requirements to comply with various privacy regulations across the globe.
- **Accelerate technology go-live:** Discover ready-to-use APIs and reduce time to implement consent enforcement to downstream applications across the IT enterprise.
- **Enhance user experience:** Deliver superior customer experiences across business, audit, or operations roles.
- **Reduce privacy compliance cost:** Save up to 80% expenses towards building a custom, in-house privacy compliance automation solution.

## TCS advantage

By partnering with TCS, clients can leverage the following differentiators:



**Rich data privacy experience:** Our deep understanding of business and regulatory requirements towards the processing of personal data in individual industries and geographies helps TCS implement the best-fit privacy solution.



**Seamless migration:** TCS has vast experience in the governance, risk, and compliance (GRC) and data security domains, enabling organizations seamlessly migrate from existing manual processes to an automated privacy compliance tool.



**Effective governance:** Through a dedicated CoE team and regional project leads, TCS quickly responds to changing business needs throughout the engagement.



**Industry-recognized expertise:** TCS has been named a leading professional services provider for data privacy by NelsonHall along, with commendations for our GDPR offering.

# Awards and accolades



**TOP 3  
IT SERVICES  
BRAND**



**FASTEST GROWING  
IT SERVICES BRAND  
FOR THE DECADE  
2010 - 2020**



## Contact

Visit the [Cyber Security](https://www.tcs.com) page on <https://www.tcs.com>

Email: [BusinessAndTechnologyServices.Marketing@tcs.com](mailto:BusinessAndTechnologyServices.Marketing@tcs.com)

## About Tata Consultancy Services Ltd (TCS)

Tata Consultancy Services is a purpose-led transformation partner to many of the world's largest businesses. For more than 50 years, it has been collaborating with clients and communities to build a greater future through innovation and collective knowledge. TCS offers an integrated portfolio of cognitive powered business, technology, and engineering services and solutions. The company's 500,000 consultants in 46 countries help empower individuals, enterprises, and societies to build on belief.

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