

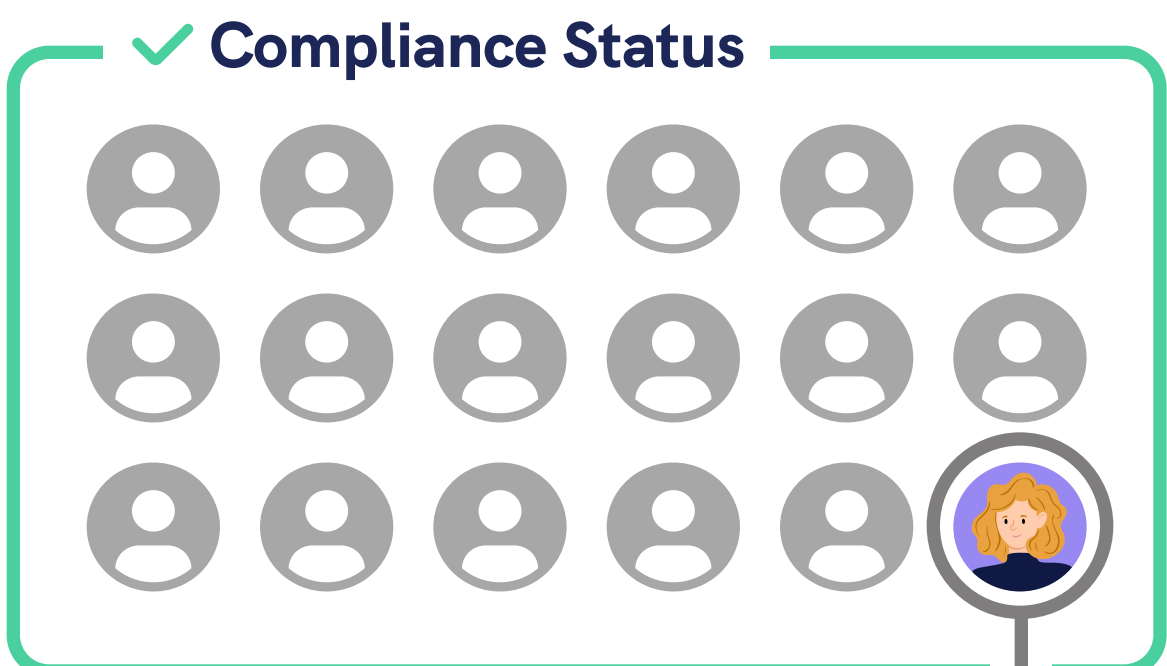
# Safeguarding Privacy Compliance in a Rapidly Evolving World

## Your data is clean, now what?

You have invested time and money in making sure your customer data management practices are clean, controlled, and compliant with new regulations. But what happens when you take that customer data and put it back to work driving your business goals? How can you be sure your partners are following all the new data privacy rules?

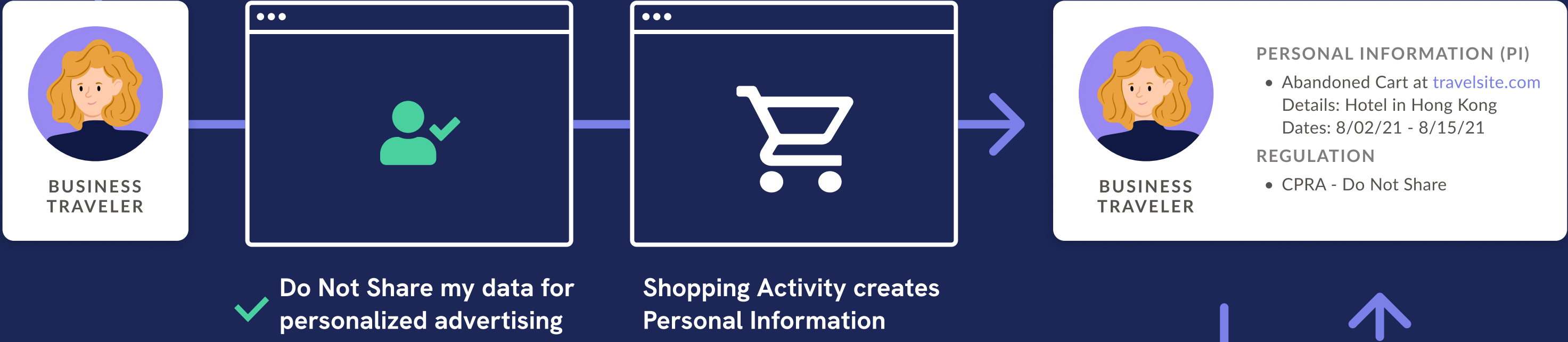
Privacy Guard™ from Boltive enables you to monitor data leakage in the same intuitive ways you monitor brand safety and fraud. Out of complexity comes simplicity.

- CCPA/CPRA gives consumers new rights:
- ✓ Right to know what information a business has collected about you
  - ✓ Right to say no to sale of your information
  - ✓ Right to delete your information



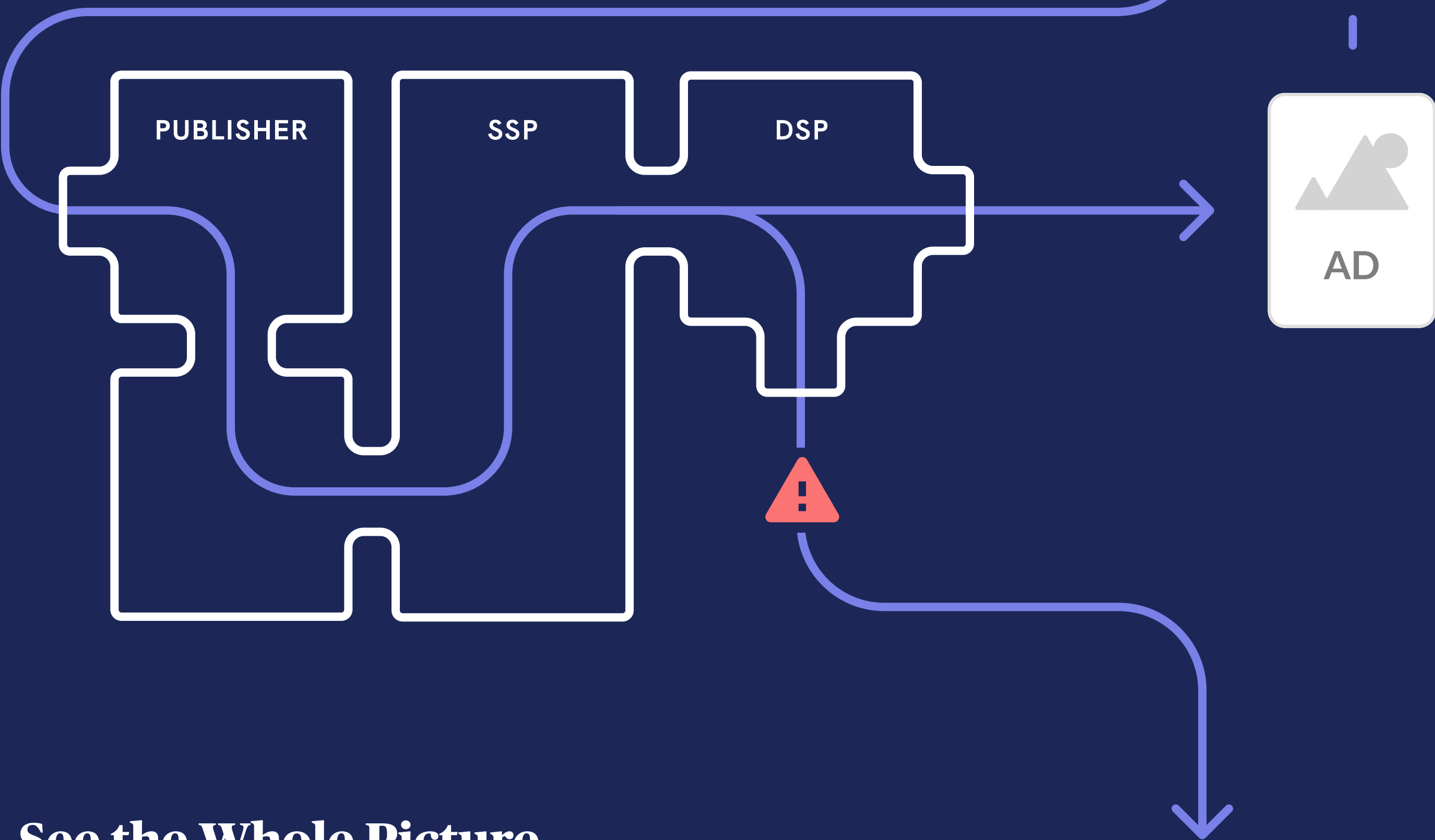
## Today, making sure consumers don’t see your ads is just as important as making sure they do.

Boltive Privacy Guard uses patented technology to simulate your consumers’ journey on the web, enabling you to verify that your CMP is working correctly and that your partners aren’t sharing your data with other companies downstream.



Our synthetic user personas browse the open web just like your consumers do. You can customize your profiles with a wide range of personal information and actions to match your customer set or retargeting strategy.

After setting the opt out in your CMP, your personas surf the web and capture the ads they see, sending thousands of points of data back to your dashboard to alert you to potential issues. We identify and flag improperly retargeted ads, unauthorized data collection, and mistakes in transmitting consent signals between systems. Now you have the ability to audit your partners for consumer opt-out compliance, no matter how far downstream your data goes.



## See the Whole Picture

Privacy Guard captures and aggregates real ads being served to your personas in real time, delivering to you the key insights you need to keep your consumer data – and your brand reputation – safe.

- Spot problems with consent signal handoffs throughout the ad ecosystem
- Identify compliance violations across a range of regulations and frameworks
- Visualize the flow of consumer data on an ad by ad basis, revealing data leakage in real time



## Dynamic Scoring

We rate ads, partners, data collectors, and user personas on the Boltive Risk Index, or BRI™, a data privacy scoring framework that helps you understand at a glance whether your partners’ data practices are violating your consumers’ rights and putting you at risk of a regulatory action.



## Simple. Weightless. Quick.

Privacy Guard’s patented technology is a codeless solution which means no system integration is required. It’s easy to add us to your current set of tools without adding weight to your site or ads. Just set up your personas and run.

## Join Our Early Adopter Program

Free during 2-month pilot

Discover where consumer data may be leaking and violating privacy regulations like GDPR, CCPA/CPRA, and more! Gain access to pre-release features like ad effectiveness metrics. Join our pilot for free, then save on annual contract. Click “Contact Us” or email us at [hello@boltive.com](mailto:hello@boltive.com)

“This pilot was a successful audit of our marketing partners, and helped eliminate data leakage and misuse.”  
Marketing Director, Top 10 Travel Brand

[CONTACT US](#)