Consent Management Platform- Consentica

Centralizes consent management platform in India, ensuring compliance across multiple communication channels.

Platform

Consentica

Consentica is a centralized consent management platform in India tailored for enterprises that require a comprehensive solution for collecting, documenting, and managing customer consent. It also enables enterprise teams to manage the complete consent journey of their individual customers from opt-ins, renewals and opt-outs. With an increasing focus on customer privacy and regulatory compliance, Consentica also offers a robust framework to handle consent across various communication channels such as SMS, Voice, Email, and WhatsApp. It ensures businesses stay compliant with evolving data privacy laws.

Key Areas of Focus

Unsolicited Commercial Communication

Consentica ensures compliance with regulations such as TRAI's, TCCCPR, which mandates that promotional or service communications through channels like SMS and voice can only occur with explicit customer consent. The platform simplifies this process by allowing consent collection in a single frame across multiple communication mediums.

Data Privacy Compliance

With stringent data privacy regulations globally, Consentica ensures businesses stay compliant by managing customer data consent effectively. It addresses evolving data privacy laws to build trust and safeguard operations. The platform is compliant with global and domestic data privacy laws and guidelines that include but is not limited to DPDP GDPR, and CCPA laws.

Modules of the Customer Consent Life Cycle

- **Collect**
- Understand
- Respond

Consentica optimises customer interactions at every touchpoint, offering customisable consent collection forms that align with your brand guidelines and cater to your customers' linguistic preferences. The platform supports consent collection through various mediums, including QR codes, short URLS, short codes, long codes, emails, SMS, WhatsApp, point of sale (POS) systems, websites, and mobile apps. Furthermore, it allows enterprises to capture customer preferences regarding mes