

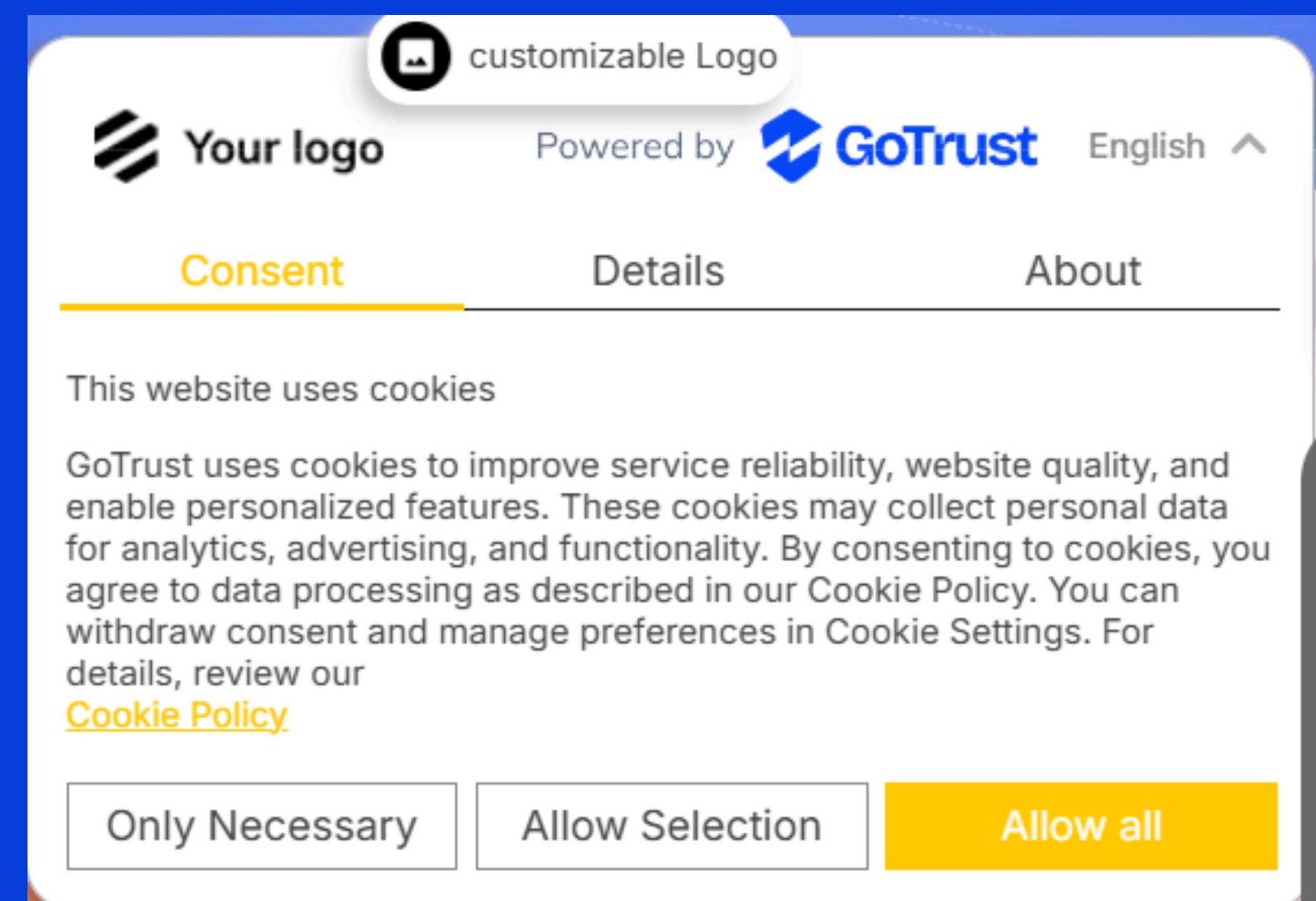
Cookie Consent Management Made Simple

Managing cookies across websites shouldn't require constant manual monitoring.

GoTrust Cookie Consent Management Platform helps businesses discover cookies, manage visitor preferences, control tracking technologies, and maintain consent records from one centralized platform.

With automated cookie scanning, customizable consent banners, granular preference controls, and consent logging, GoTrust helps organizations create a transparent and privacy-focused experience for website visitors.

Support cookie consent requirements across GDPR, DPDPA, CCPA, LGPD, and other global privacy regulations while giving users greater control over their privacy.





Know What Cookies Are Running on Your Website

Websites often rely on cookies, trackers, analytics tools, advertising technologies, and third-party scripts.

The challenge is knowing exactly what is running and whether the appropriate consent has been collected.

GoTrust automatically scans your website to discover cookies and tracking technologies, helping your team identify:

- First-party and third-party cookies
- Analytics and advertising trackers
- Marketing and personalization technologies
- Unknown or newly detected cookies
- Cookies that may require user consent

Regular scanning helps businesses maintain visibility as their website changes and new third-party technologies are introduced.



Know What CookGive Users Real Control Over Their Privacyies Are Running on Your Website

A cookie banner should do more than display an "Accept" button.

GoTrust enables businesses to create customizable consent experiences where visitors can understand how cookies are used and choose which categories they want to allow.

Users can manage preferences for categories such as:

- Necessary cookies
- Analytics cookies
- Functional cookies
- Advertising cookies
- Personalization cookies

Visitors can also revisit and change their preferences, creating a more transparent and user-friendly consent experience.

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Prevent Unwanted Tracking Before Consent

Simply asking for consent isn't enough if tracking technologies continue running before a user makes a choice.

GoTrust helps businesses control non-essential cookies and tracking scripts based on the visitor's consent preferences.

The platform can help:

- Prevent unauthorized tracking before consent
- Apply consent decisions to website technologies
- Manage third-party scripts and trackers
- Respect user preferences
- Connect consent signals with supported tools
- Maintain greater control over data collection

This gives privacy and marketing teams better visibility into how tracking technologies behave across their websites.

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Stay Ready for Privacy Audits

Consent management doesn't end when a visitor clicks a button.

Businesses need reliable records showing how consent was collected, what preferences were selected, and how those choices were managed.

GoTrust provides consent records and audit capabilities that help organizations maintain evidence of their consent activities.

With centralized visibility, teams can:

- Review consent activity
- Monitor consent preferences
- Maintain audit trails
- Track changes in cookie environments
- Identify potential compliance gaps
- Support internal privacy reviews and audits

Instead of managing consent data manually, teams can maintain a more structured and scalable consent process.

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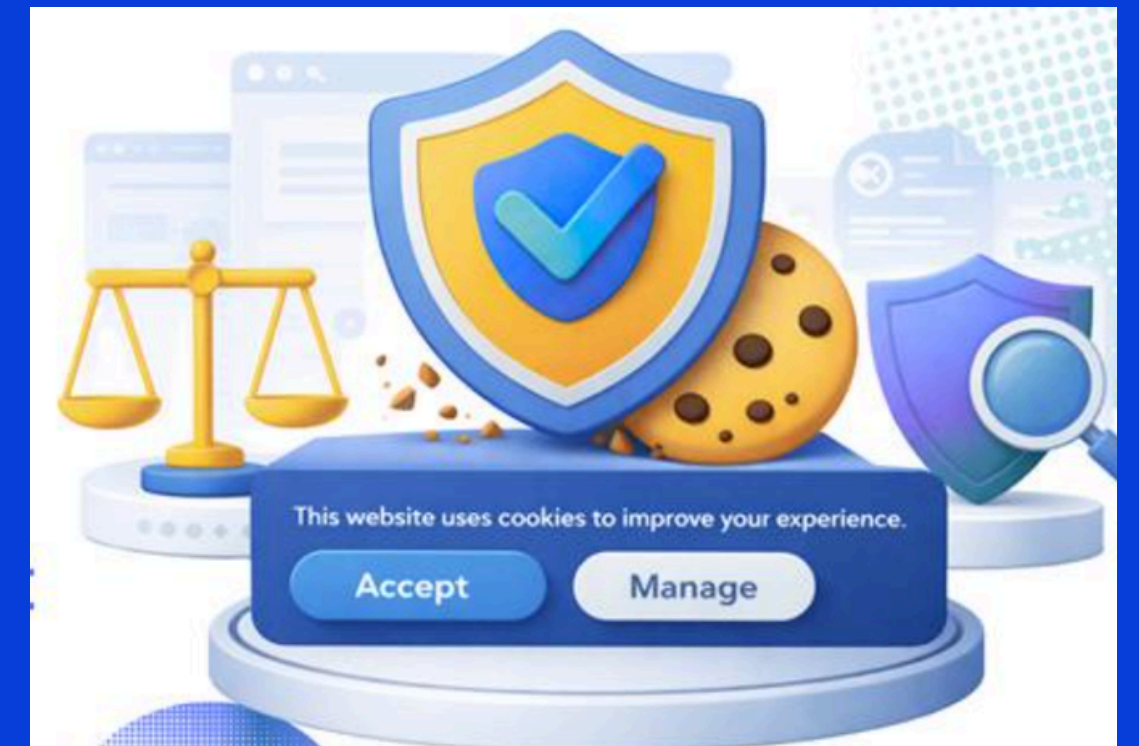


One Platform for Cookie Consent at Scale

GoTrust provides a centralized approach to cookie consent management, helping businesses scale their privacy operations without creating separate processes for every website.

With GoTrust, organizations can manage:

- Multiple websites and domains
- Region-specific consent experiences
- Cookie discovery and classification
- Consent preferences
- Automated tracking controls
- Consent records and audit trails
- Privacy and marketing integrations



Whether you're a SaaS company, enterprise, e-commerce business, publisher, or global organization, GoTrust helps turn cookie consent from a manual task into a centralized, scalable privacy process.

Manage cookies. Respect user choices. Stay audit-ready.