



# KPMG + OneTrust + Okta

**Build trust by securing accounts, empowering customers with choice, and protecting personal data**

## Consent and Preference Management + Identity and Access Management

Companies are collecting all kinds of data about our online activities, whether we are making a purchase, using points from our loyalty program, updating our profile, or just searching areas of interest. Together, this record of data makes up a digital identity.

To instill trust in customers (and to meet regulatory demands), it is critical that companies thoughtfully and strategically engage customers on consent. KPMG brings together the power of Okta and OneTrust to help companies deepen trust with their customers by supporting enhanced transparency, visibility, and customer control of their personal information.



Enhance customer profiles with consent and preference data



Automatically log and store consent, and kick off data privacy requests



Automate consumer rights requests and consent audit trails



Future-proof your compliance with privacy regulations

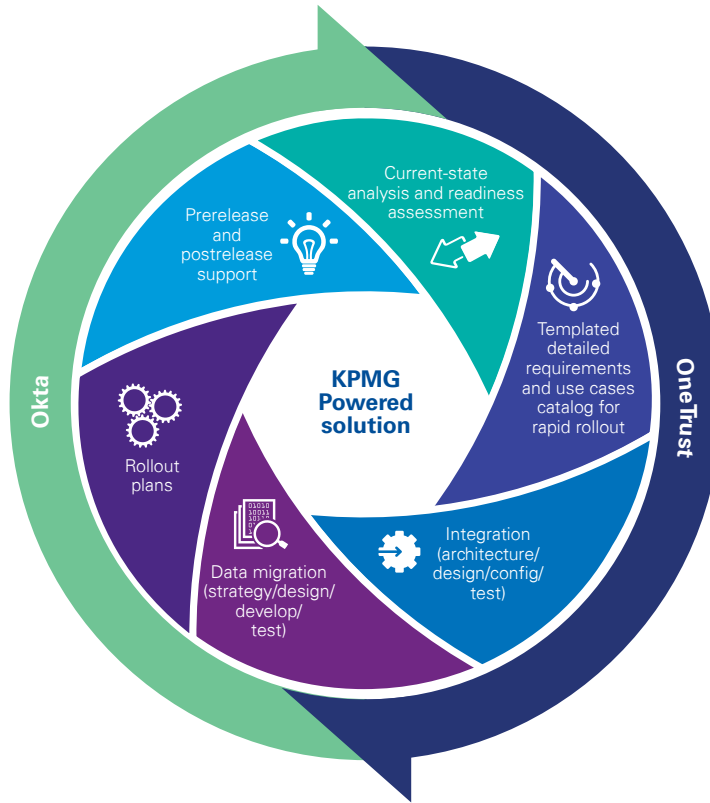
**91%** of consumers are uncomfortable with at least one kind of organization tracking their data\*

Streamline your user experience with Okta and OneTrust to remain compliant, be transparent about data collection, and educate your audience about data security, protection, and privacy rights

**Don't make your customers choose between privacy and personalization**

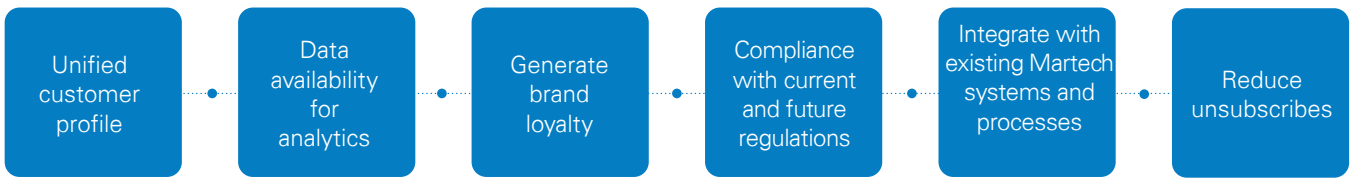
\* Source: [https://www.okta.com/sites/default/files/2020-09/Okta\\_Cost\\_of\\_Privacy\\_Report\\_AU\\_2020.pdf](https://www.okta.com/sites/default/files/2020-09/Okta_Cost_of_Privacy_Report_AU_2020.pdf)

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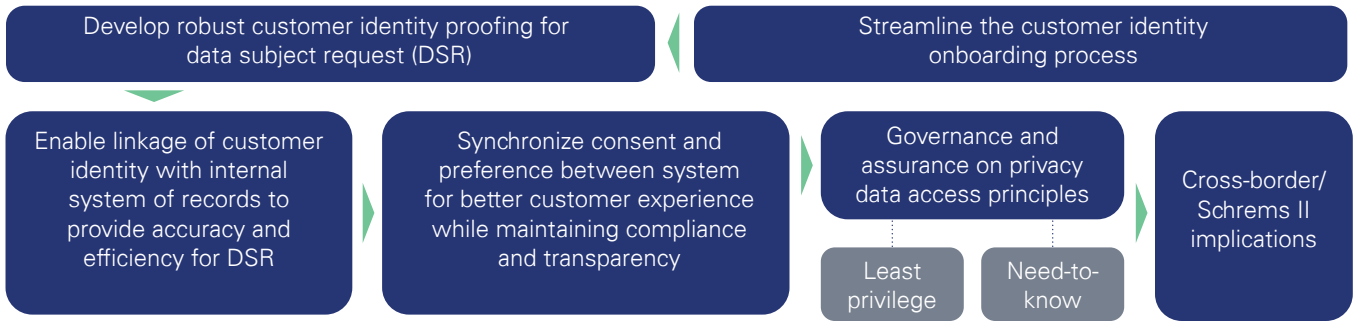
Identity-first | Privacy by design | Customer centric

## Benefits of Okta and OneTrust powered by KPMG



Automate the collection, management, and activation of consent and preferences, giving your customers streamlined, intuitive consent management tools without burdening your information technology team

KPMG has a strong track record of helping companies to implement, configure, and redesign supporting processes and operating models leveraging the OneTrust and Okta platforms. As privacy technology evolves into an ecosystem rather than single tool model, KPMG is distinctly poised to help bring together these two industry leading technologies to help customers maximize trust and impact with their customers.



This offering is delivered by a unified KPMG team with experience in IAM and privacy. To learn more, please reach out to...

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