Place customer consent at the core of your strategy

DIDOMI × iab.

By putting their customers in control of their own personal data, Didomi clients consistently see increased engagement, brand connection and revenue.

- **Highest-performing consent management on the market,** with opt-ins rate up to 99%.

- **95% client retention rate**

- **4.5 star Capterra rating**

- **5 star "Top Performer" in SourceForge**

- **4.5 star "High Performer" in G2**

+200k
Websites and apps where Didomi is deployed

+100bn
Pages viewed with Didomi consent granted

+2bn
Number of devices on which Didomi collects consent each quarter

Trusted by +1000 organizations around the world, including:

DECATHLON · Pierre&Vacances · MICHELIN · Harrods · LACOSTE · HILTI

ZADIG&VOLTAIRE · AXA · SOCIETE GENERALE · ENGIE · MSC CROISIERES · Club Med

WWF · LANVIN · PARIS SAINT-GERMAIN · McDonald's · orange · Rakuten

Worldwide Regulation Support

Didomi is designed to offer flexibility and support for data privacy regulations around the world. Our platform serves as a Single Source of Truth for consent and preference requirements across multiple geographies, regulatory environments, audiences, devices and channels.

The Didomi CMP for CTV & OTT Apps

EU's first CTV solution

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← Back to Consent notice list

CREATE A NOTICE

Which platform is your notice for?

Help Center
What are platforms →

Website
Create a consent notice for a website.
◉

AMP website
Create a consent notice for a website built with AMP.
○

Mobile app
Create a consent notice for a mobile app on. Supports iOS and Android, native or Unity.
○

CTV App
Create a consent notice for a smart tv.Supports tv OS , Android or a web-based OS.
○

Go to next step

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CREATE A NOTICE

Select the framework
for your consent strategy

Default framework
No specific framework is applied,
full customisation is possible.

IAB TCF
Makes sure your notices is compatible
with the Transparent Consent
Framework.

Previous   **Generate my Consent Notice**

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Notice #001 ✏

Notice type Website · Framework Default · Additional settings ⌃ · Preview · Save 💾

(1. Select regulations) · 2. Publish your consent notice

Select the regulations you want to cover in the list below

Want to know more about notice regulations? Read our help center documentation

---

GDPR ☐

European
Union
Norway
UK

0 vendor · 0 purpose · Add vendors & purposes ⊕

UK - GDPR ☐

United kingdom
Norway

0 vendor · 0 purpose · Add vendors & purposes ⊕

LGPD ☐

Brazil

0 vendor · 0 purpose · Add vendors & purposes ⊕

CPRA ☐

California

0 vendor · 0 purpose · Add vendors & purposes ⊕

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#Notice 001

Edit territories

Edit the territories where the regulations are applied

Close

Save 🖫

Good to know
What are Territories?
→

GDPR	UK - GDPR	LGPD	CPRA

☐ Apply to all countries

Reset to default ⟳

Europe

- ☑ European Union
  - ☑ France
  - ☑ Italy
  - ☑ Ireland
  - ☑ Spain
  - ☑ Portugal
  - ☑ Germany
  - ☑ Others
- ☐ UK
- ☐ Norway

North America

- ☐ USA
  - ☐ Califormnia
  - ☐ Virginia
  - ☐ Texas
  - ☐ Florida
  - ☐ Utah
  - ☐ Others
- ☐ Canada

South America

- ☑ Brazil

Asia

- ☐ Japan
- ☐ China
- ☐ India
- ☐ Korea

Africa

- ☐ South Africa
- ☐ Tanzania

Oceania

- ☐ Australia
- ☐ New Zeland

Consent & proofs

Automated solution enabling **vendors** companies to detect **gaps** and highlight issues and recommended fixes for your sites compliance.

Connected TV & OTT

Didomi's consent management SDK solution can be used to collect user consent on connected TVs & OTT apps, on which personalised advertising is increasingly commonplace.

We respect your privacy! We and our partners store and access non-sensitive information from your device, like cookies or a unique device identifier, and process personal data like IP addresses and cookie identifiers, for data processing like displaying personalized ads, measuring preferences of our visitors, etc. You can change your preferences at any time in our Privacy Policy on this website. Some partners do not ask for your consent to process your data and rely on their legitimate business interest. You can object to those data processing by clicking on "Learn More".

With your agreement, we and our partners use cookies or similar technologies to store, access, and process personal data like your visit on this website. You can withdraw your consent or object to data processing based on legitimate interest at any time by clicking on "Learn More" or in our Privacy Policy on this website.

Agree & Close

Disagree & Close

Manage my choices

Our Privacy Policy   Our Partners

PRIVACY MANAGEMENT BY
DIDOMI

Available for androidtv | amazon fireTV | tv

Coming soon for Samsung SMARTTV   chromecast   LG SMARTTV

UX Challenges

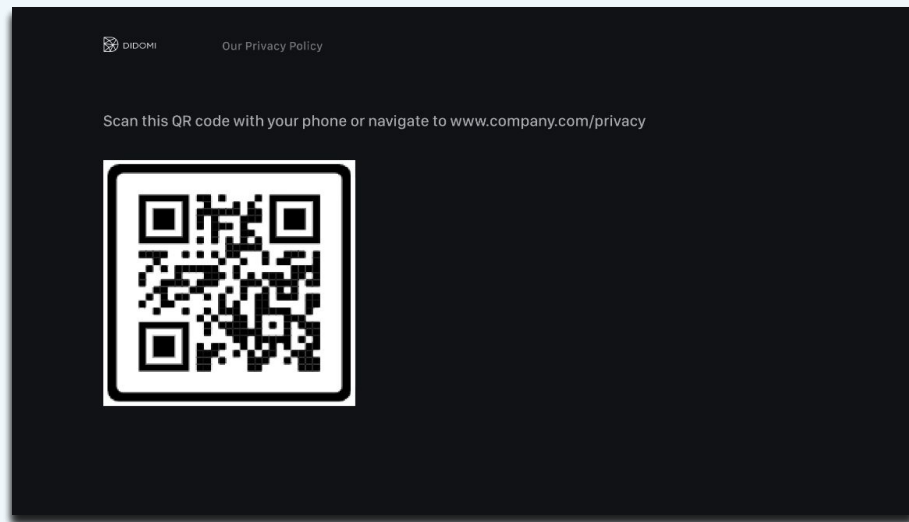**TVs are not convenient to read long text**

> Level the information displayed to promote natural access to it

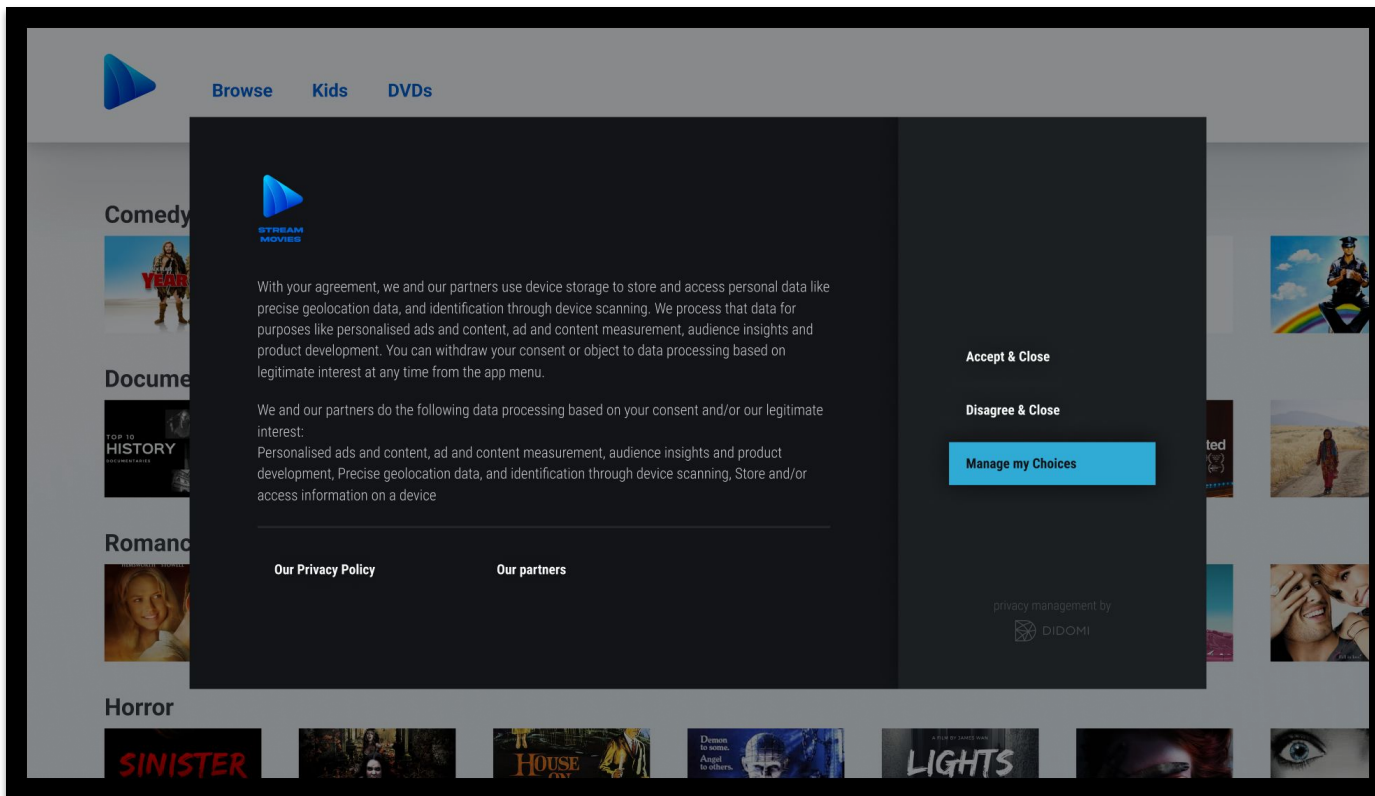**Browsing via remote control is less natural than mouses and touchscreens**

> Promote more focused elements and bulk actions easily accessible at each stage of the user experience

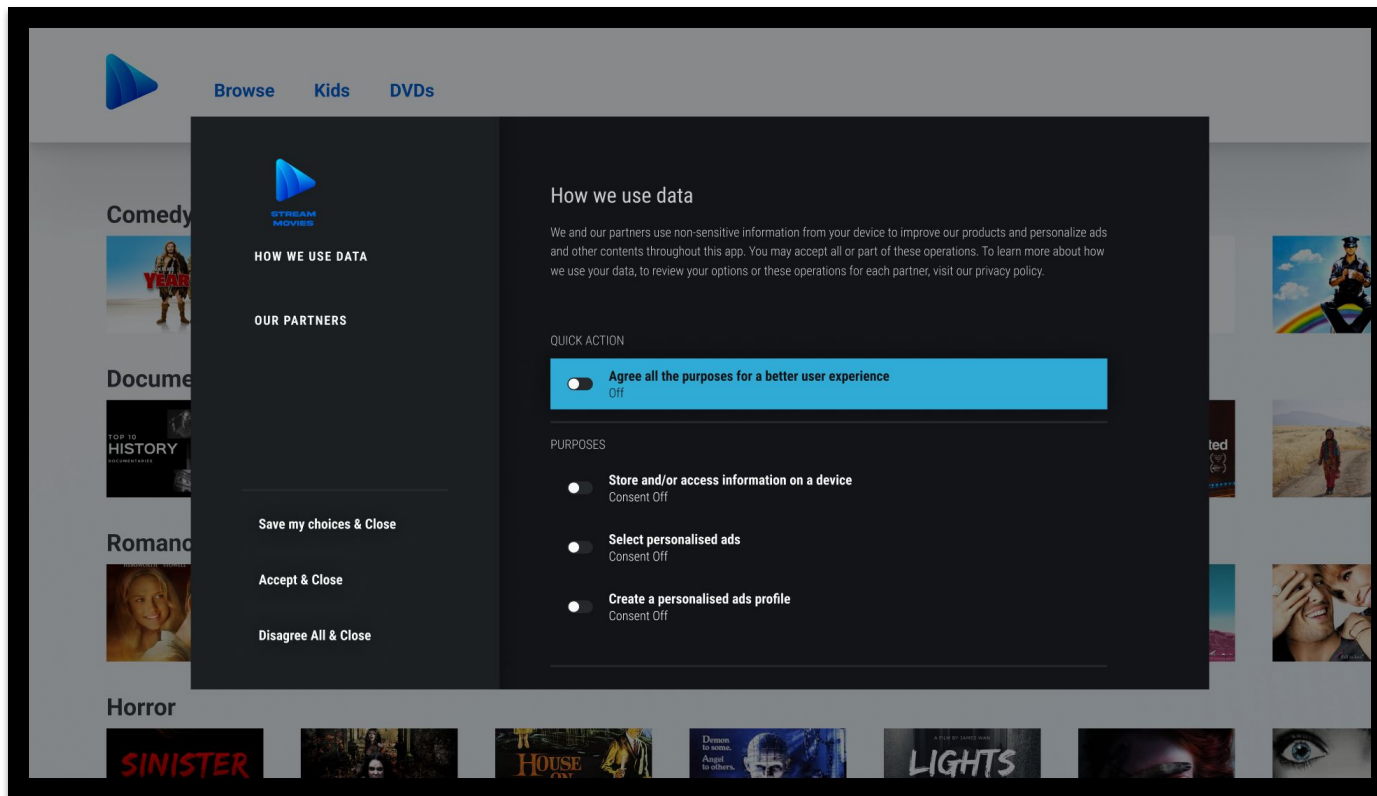**Web browsing on CTV compromises the user-experience**

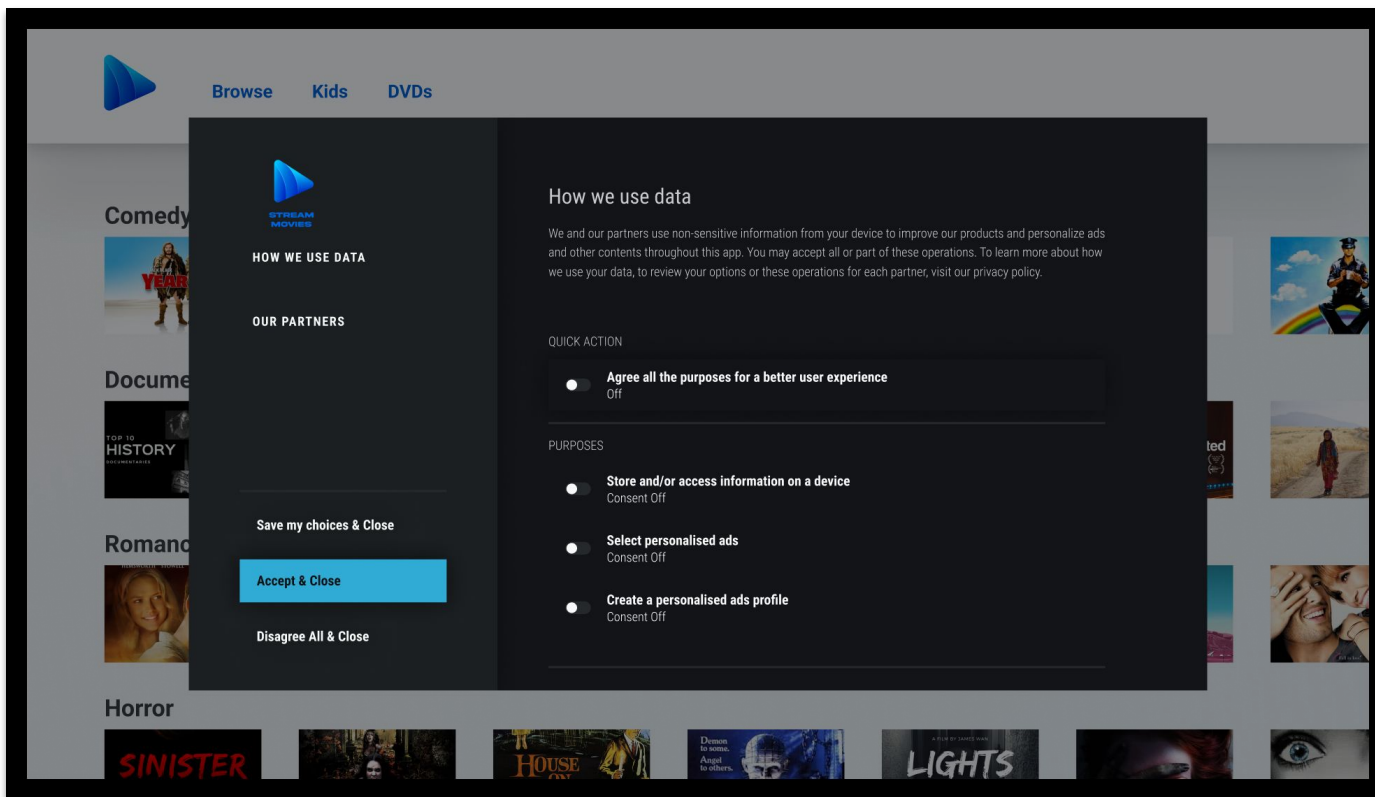> Manage external link from app to be opened on a more convenient device (mobile)

DIDOMI   Our Privacy Policy

Scan this QR code with your phone or navigate to www.company.com/privacy

1st Layer

2d Layer

Intuitive UX for ultimate experience

Preference Management: know your users better than ever

Preference Management: know your users better than ever

Change preferences anytime
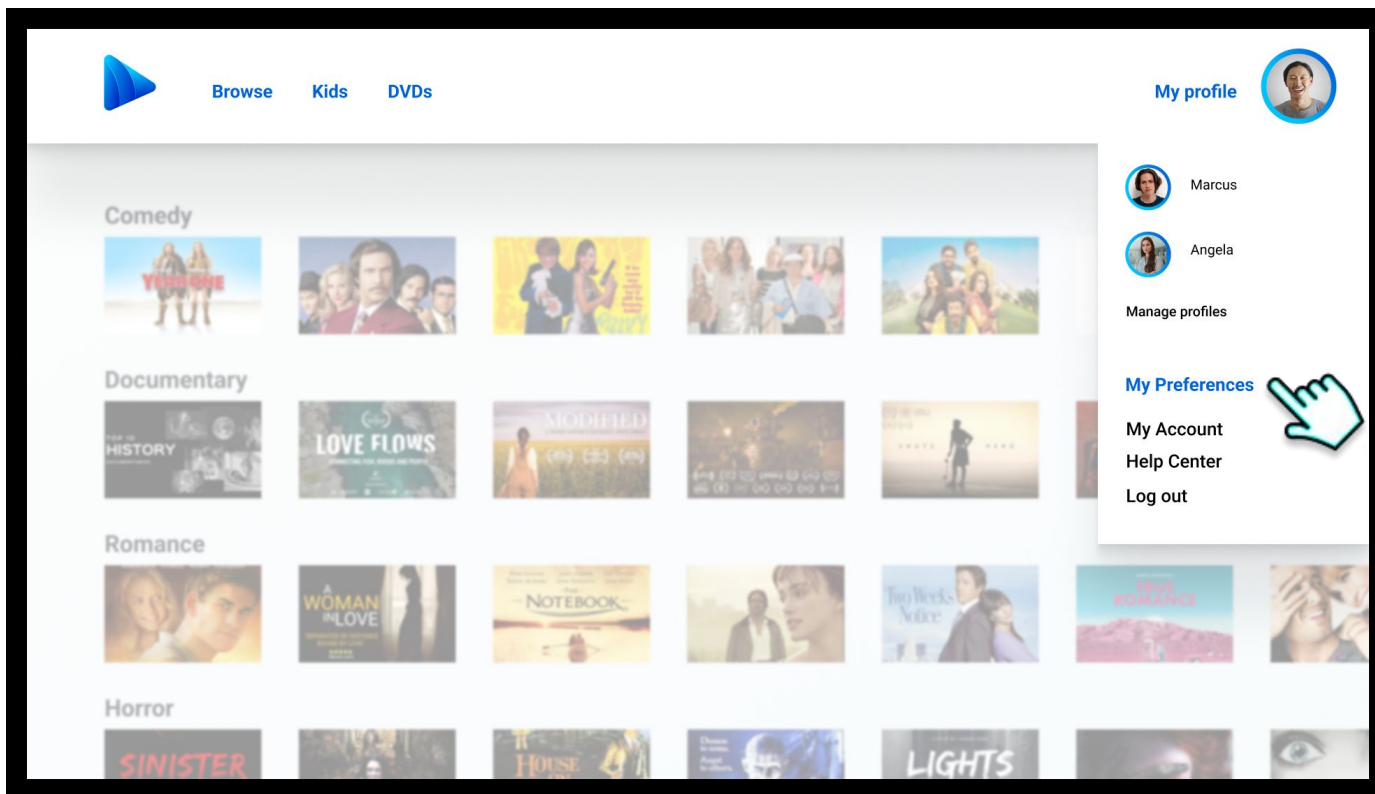
Tell us more about you!

What movie genres are you interested in?

- ☑ Horror
- ☑ Comedy
- ☑ Romance
- ☑ Documentary
- ☐ Cartoons
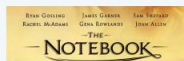- ☐ Action

How do you prefer to be updated?

- ☑ Email
- ☐ SMS
- ☑ Notifications

Didomi as your consent and preference management solution for connected TV

1

Approved by the IAB, compliant with TCF   and the CNIL guidelines

2

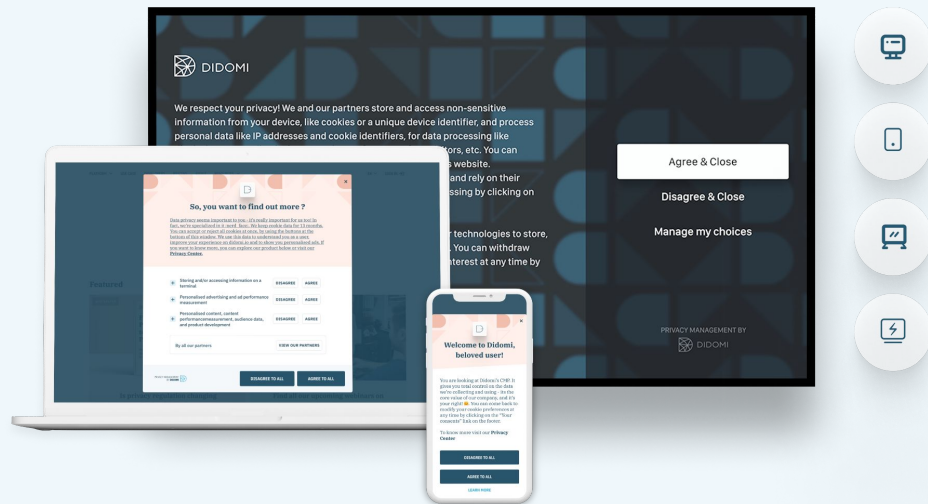Supporting Apple TV and Android TV, Fire TV (Tizen, LG & HbbTV)

3

Easy cross-device & mark-tech implementation

4

Multi language solution (45+ languages)

Cross device

Share consent across all your devices with Didomi's cross device solution & enhance the overall user experience.

Best Practices

Comparison of consent rates on Mobile, Desktop & CTV
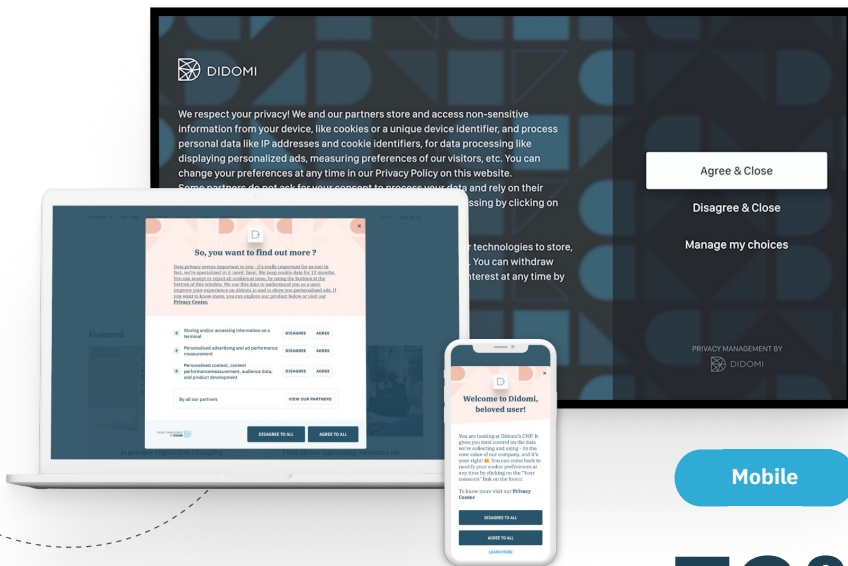

Desktop

76%

average positive
consent rate*

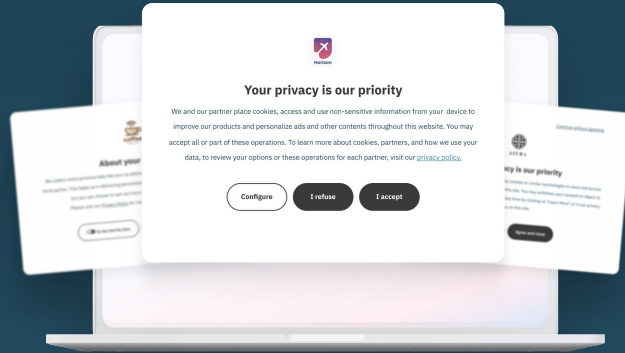**CTV**

76%

average positive
consent rate*

Mobile

72%

average positive
consent rate*

Data collected in Western Europe countries

DIDOMI

Contact

Jeffrey Wheeler

Head of Product
jeffrey.wheeler@didomi.io
801.709.8279