



CDP Institute Standard Use Case	
Name	Privacy Compliance
Problem	Use CDP to show personal data to customers, to store consent records, and as connection to source systems.
Solution	Expose customer profile to system that responds to customer data requests. Store consent details in CDP and check for valid authority for data usage requests. Store origins of customer data and send change requests to source systems if required.
Benefits	Faster, cheaper response to customer requests; central repository for consent; easily identify source systems when update is needed.
KPIs	labor and elapsed time to process data access request; cost of labor and systems to ensure all data use is properly authorized
Task 1	Identify and map location of regulated data in existing systems
Task 2	Deploy consent management components
Task 3	Deploy data governance components (rules that define which elements can be used for which purposes under which conditions)
Task 4	Measure time for required tasks (e.g. data subject request, update new data source, etc.)
Task 5	
Task 6	
Related Materials	
Tags:	
• Function	Extract, Unify, Expose Data; Identity Resolution/Unification
• Goal	Acquisition - Conversion; Grow Value; Retention; Expense Reduction
• Feature	Real-Time Data Load; Persistent ID; Probabilistic Match; Golden Record; Direct Access; Real Time Access; Real Time Messages