okta **+** **OneTrust**
PRIVACY, SECURITY & THIRD-PARTY RISK
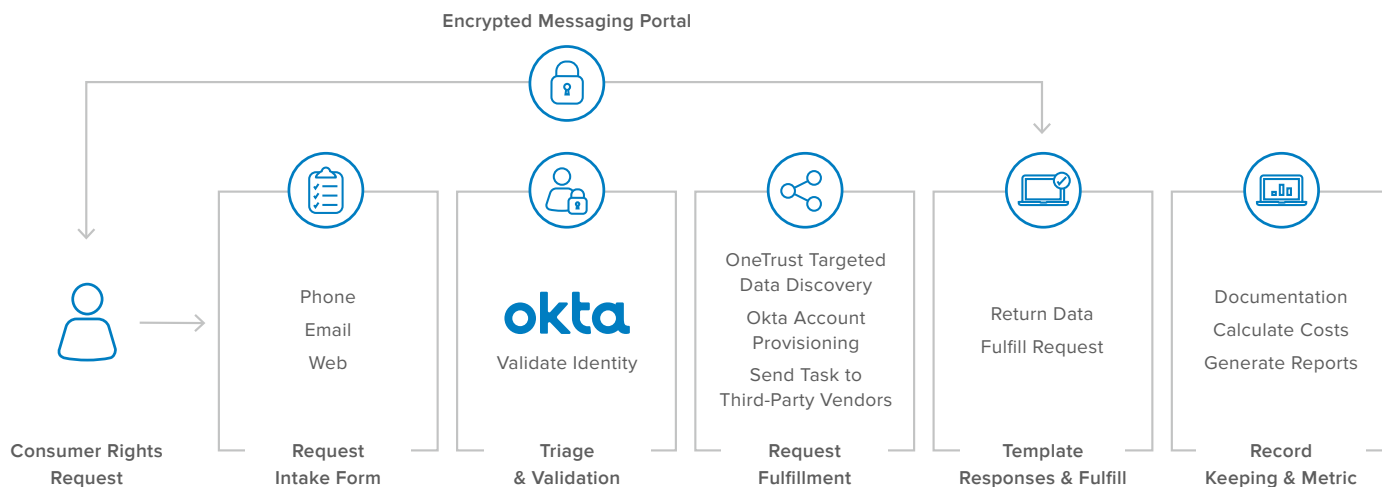
Okta and OneTrust Tackle CCPA with Privacy and Identity

Streamline consent management to improve the user experience for compliance

Stay in compliance with evolving privacy regulations

Industry trends and regulatory guidelines, including California Consumer Privacy Act (CCPA), are increasing their focus on consumer privacy concerns. Enterprises need to protect and respect customers' personal data, but today they also need to provide a mechanism for customers to easily provide or revoke consent to enterprise communications. Creating a manual process for doing this, given today's complex enterprise systems, would be time-consuming and resource-intensive. With Okta and OneTrust working together, you can quickly automate the collection, management, and deployment of consent preferences, giving your customers streamlined, intuitive consent management tools without overly burdening your IT team or users.

## Consumer Rights Legal Requirements

- Two or More Methods for Request Submission
- Delivery of PI in 45 Days
    - Free of Charge
    - Can be extended +45 days with Consumer notice
- Verify Consumer Request

- Must Not Require Account Creation
- Must Notify 3rd Parties Information has Been Disclosed or Sold To (Deletion Only)
- Provide Disclosure Up to Twice in 12 Months
- 12 Months of Info to Disclose
- Nine Exceptions to Deletion

Encrypted Messaging Portal

Consumer Rights Request	Request Intake Form	Triage & Validation	Request Fulfillment	Template Responses & Fulfill	Record Keeping & Metric
	Phone Email Web	**okta** Validate Identity	OneTrust Targeted Data Discovery / Okta Account Provisioning / Send Task to Third-Party Vendors	Return Data Fulfill Request	Documentation Calculate Costs Generate Reports

OneTrust and Okta – and Consumer Rights

A Closer Look at the Okta + OneTrust Integration

Consumer indicates consent, consent is stored in Okta

Okta updates OneTrust via webhook, OneTrust updates Okta (optional) after other updates
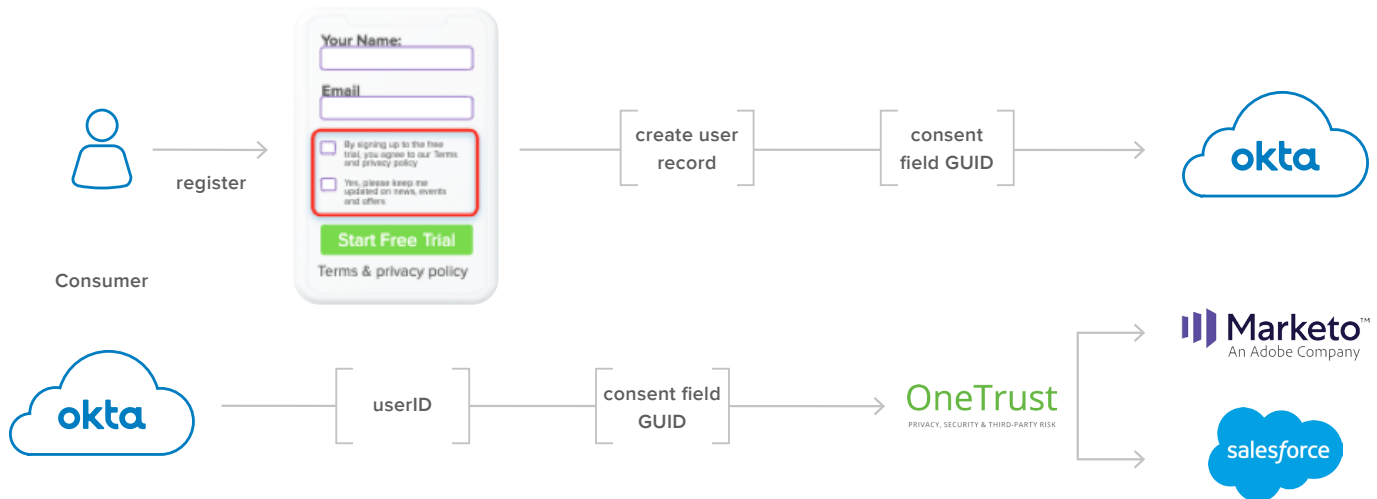
A Closer Look at the Okta + OneTrust Integration

Regulations Like CCPA Present New Challenges

Building brand trust and loyalty today involves giving users control over their data preferences

- Consumers want the right to opt in or out of a range of marketing or other communications

- Consumers want the ability to change their preferences at any time

This presents technological challenges

- Companies must figure out where any consumer data lives across a myriad of apps and databases

- Companies must honor preference changes across all downstream apps housing user data

Okta + OneTrust Makes Privacy and Consent Simpler

Our approach to CCPA and data privacy is simple:

- CCPA forces a rethink in how organizations manage consumer rights

- Okta + OneTrust streamline consent management + the user experience

- Reach out to Okta and OneTrust for a customized solution overview

For more information on this integration, go to okta.com/partners/OneTrust

If you have more questions, please contact our sales team at okta.com/contact-sales

Okta

Okta is the leading provider of identity for the enterprise. The Okta Identity Cloud connects and protects employees of many of the world's largest enterprises. It also securely connects enterprises to their partners, suppliers and customers. With deep integrations to over 6,000 apps, the Okta Identity Cloud enables simple and secure access from any device.

Thousands of customers, including Experian, 20th Century Fox, LinkedIn, Flex, News Corp, Dish Networks and Adobe trust Okta to work faster, boost revenue and stay secure. Okta helps customers fulfill their missions faster by making it safe and easy to use the technologies they need to do their most significant work.

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