

# The Reality of Digital Liability



## The Website Privacy Component You Might Be Missing

Most business owners believe a Privacy Policy link in their footer is enough protection. In today's "Prior Consent" legal landscape, that assumption is a multi-thousand-dollar blind spot. If your website tracks data before a user clicks 'Accept,' you aren't just out of compliance—you're a target.

### THE PROBLEM: THE "AUTO-FIRE" VIOLATION

#### The Scanner Threat

Bots scan sites hourly to flag trackers firing without consent.

#### No Breach Required

Lawsuits target missing technical gatekeepers, not just data breaches.

#### The Hidden Trackers

Pixels and Analytics often fire instantly, violating privacy laws immediately.

#### The Cost of Inaction

Non-compliance settlements typically range from \$10,000 to \$30,000.

### THE SOLUTION: DIY VS. V DIGITAL SERVICES CMP

Feature	Standard "Free" Cookie Banner	V Digital Services CMP
Script Control	Visual only; trackers fire regardless.	<b>Active Blocking:</b> Physically stops scripts until consent.
Legal Coverage	Static; often only covers one region.	<b>Geo-Adaptive:</b> Auto-adjusts rules by visitor location.
Proof of Consent	No record-keeping for legal defense.	<b>Immutable Logs:</b> Encrypted, stored proof for every visitor.
Marketing Impact	Can break site code or data quality.	<b>Data-Safe:</b> Preserves analytics while staying compliant.
Maintenance	You must manually update as laws change.	<b>Automated:</b> We update the tech as new laws pass.

Proactive compliance is predictable.

A legal settlement is not.

**Don't wait for a demand letter to find out your website is a liability.**

**Contact Us Today**

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