Akamai Leverages OneTrust for Marketing and Privacy Program Compliance

With a mission to make digital experiences fast, intelligent and secure, Akamai provides customers with a portfolio of edge security, web and mobile performance, enterprise access and video-delivery solutions. Top brands globally rely on Akamai to accelerate and secure their multi-cloud world.

The nature of Akamai's platform and services – a quarter of a million edge servers deployed in thousands of locations around the world, ingest 2.5 exabytes of data per year and interact with 1.3 billion devices and 100 million IP addresses every day – making data protection a top priority for the company. “For our customers to be able to trust that their customers' data is safe with us is a critical aspect of what we do,” said Jim Casey, Associate General Counsel and Chief Data Protection Officer at Akamai.

The Search for a Solution to Automate Marketing Activities

As a B2B company, Akamai executes a lot of lead generation activities for marketing purposes, which even in a business to business context is still personal information. Akamai knew they needed a solution to help automate their marketing activities, specifically data subject requests, cookies and consent and preference management.

After evaluating other solutions, OneTrust was the clear frontrunner for Akamai. “OneTrust not only provided flexibility in the way the tool was built, but also offered people to help us work through the implementation process,” said Casey. “In the early days that was the most important aspect—not the product itself but the process of working with OneTrust to understand what we needed to implement.”

Streamlining Marketing Compliance across the Business

Akamai leverages OneTrust PreferenceChoice for Consent and Preference Management, Cookie Consent and Website scanning and Data Subject Rights Management. With the Consent and Preference Management module Akamai can properly collect detailed records of consent and respect customer preferences. Cookie Consent and Website

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ASSOCIATE GENERAL COUNSEL AND CHIEF DATA PROTECTION OFFICER AT AKAMAI.
scanning allows Akamai to scan its website and tailor cookie banners to give users advanced control over cookie settings. Akamai can automate the fulfillment of consumer and data subject rights requests with the Data Subject Rights Management Module.

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