



## Consent Management Platforms

**A Consent Management Platform (CMP) is a tool that helps your website:**

- Ask visitors for permission to collect data (like cookies or tracking info)
- Keep track of who gave consent and for what purpose
- Make it easy for users to manage or withdraw their consent

It's often what you see as a cookie banner or pop-up when you visit a website ("This site uses cookies – Accept or Manage Settings").

### ● Why It Matters

Privacy laws in Canada (and globally) require you to:

- Tell people what data you're collecting
- Ask for permission before tracking them
- Let them say no or change their preferences

A CMP makes this easier – and helps you stay compliant without needing to build everything yourself.

### ● Do I Need One?

You might need a CMP if:

- You use cookies, tracking tools, or analytics on your website (e.g. Google Analytics, Facebook Pixel)
- You show targeted ads
- You collect user data (like forms, emails, or behaviour data)
- You want to follow privacy laws like PIPEDA, CASL, or GDPR (for international visitors)

If your website is simple (just basic info, no tracking), you may not need a full CMP, but it's still good practice to be transparent.

### ● Free or Low-Cost CMP Tools for Small Businesses

- CookieYes – Free plan with cookie banner and consent tracking
- Termly – Canada-friendly and easy to install on most websites
- iubenda – Offers both cookie consent and privacy policy tools
- Complianz – Great for WordPress sites



#### **Bottom Line**

A CMP helps you stay legal, build trust, and protect your business. If you're doing any kind of digital marketing or tracking, it's smart (and often required) to use one.