Usercentrics and Trusted Shops launch technology partnership

Munich, April 22, 2020 - Usercentrics, the German market leader in the field of Consent Management Platforms (CMPs), and Trusted Shops, the leading trust mark for secure online shopping in Europe, are joining forces in a technology partnership which focuses on integrating the Usercentrics CMP into the services of the online shops of Trusted Shops - for full legal compliance.

Since the GDPR came into force May 2018, user consent is the legal basis for the use of cookies and other technologies for marketing purposes. Usercentrics' software enables companies to obtain, document and manage those user consents. In the future, "Datenschutz 360" and "ENTERPRISE" customers of Trusted Shops will have direct access to the Consent Management Tool of Usercentrics via an API in the UI of Trusted Shops.

Dr. Carsten Föhlisch, owner of the law firm Föhlisch Rechtsanwälte as well as authorised officer and legal advisor of Trusted Shops GmbH, comments on the partnership with Usercentrics: "Trust and consumer protection in E-Commerce as well as the implementation of legally compliant online shops are our top priority. Legal regulations make the use of a CMP absolutely essential. We are glad to have won a reliable partner which enables us to meet our customers' demand for a legally compliant Consent Management Tool".

Mischa Rürup, founder and CEO of Usercentrics, hopes this partnership will be the beginning of a new era in e-commerce: "Customer trust is the new currency in e-commerce, which can be derived, for example, from the KPI of the opt-in rate for data usage. If website operators want to maintain the trust of their users in the long term, transparent consent management is the key. With services like insurances on product purchases, Trusted Shops enhance their users' trust like no other company in the E-Commerce industry. We are happy to have found a partner that shares this philosophy with us."

About Trusted Shops
Trusted Shops is the European Trustmark for online shops with money-back guarantee for consumers. Trusted Shops offers a comprehensive service to raise online trust and safety for the benefit of both online merchants and online buyers.

About Usercentrics

Usercentrics is a leading Consent Management Platform (CMP). The Software-as-a-Service (SaaS) solution enables advertisers, publishers, agencies and technology providers to obtain, manage and document the consent of their website visitors to process the data of different web technologies. The Usercentrics software is easy to implement, fully customizable and allows websites to be fully compliant with GDPR and ePrivacy regulations. The IAB-certified CMP offers an intuitive user interface, real-time monitoring, various options for Opt-in A/B-Testing, as well as other optimization tools.

The Munich tech company was founded in 2017 and currently manages several million consents per minute. Their customer base consists of SME's to Fortune500 companies within a multitude of different industries.