Consent Management made easy for merchants across the globe - Usercentrics launches Shopify integration

Munich, 26th of July 2021 - Usercentrics, one of the leading Consent Management Platform providers, has launched their Shopify App Store integration. Premier ecommerce software platform Shopify enables merchants to implement their own online stores. Furthermore, Shopify provides many other tools, e.g for marketing purposes, and now also for Consent Management.

Explicit user consent is, in most cases, the legal basis for the use of cookies, pixels or other web technologies for marketing purposes, according to the General Data Protection Regulation (GDPR). So the use of a Consent Management Platform is something all website and online shop operators should consider. Particularly since online customers can be located anywhere in the world, making merchants subject to a variety of privacy laws.

With Usercentrics' Cookie Manager integration, Shopify customers can now obtain, manage and document the consent of their website visitors. This way, Usercentrics provides merchants a tool that helps them comply with data privacy regulations like the GDPR.

Shopify merchants can now easily download the Usercentrics Cookie Manager integration from the Shopify App Store in a few clicks. Implementation of the Usercentrics Consent Management Platform is quickeasy, and customizable.

Hanna Waldenmaier, VP Global Partnerships, notes: "Shopify is used by thousands of merchants all over the globe, as it allows them to easily set up an online shop. Our integration is the perfect addition to the Shopify repertoire, as it offers shop operators the perfect solution that helps them achieve GDPR compliance. In addition, Shopify has a large customer base worldwide, thus being an important step in our internalization efforts."

About Usercentrics
The Munich-based tech company Usercentrics is the market leader in the area of Consent Management Platform (CMP). Usercentrics' SaaS solution enables companies to collect, manage, and document user consent on all digital channels such as websites or apps - while optimizing for higher opt-in rates. In this way, We help enable compliance with current and future international data protection regulations such as the GDPR and CCPA, and the alignment of marketing and data strategy. Since being founded at the end of 2017 by Mischa Rürup, the company has grown quickly and has signed numerous well-known enterprise clients such as Commerzbank, Munich RE, T-Mobile, and Telefonica. For more information: www.usercentrics.com.