

Usercentrics joins Unity Verified Solutions Partner program as first consent management platform

Munich, 26th of July 2021 - Usercentrics, leading provider for Consent Management solutions, today announced that it has joined Unity's Verified Solutions Partner program. Unity is the world's leading real-time development platform (game engine) for online games. Being a Verified Solutions Partner means that Usercentrics' "Apps Privacy Management SDK," available on the Unity Asset Store, passed Unity's quality assurance testing to ensure it is optimized for the latest version of the Unity editor.

Usercentrics' Verified Solution is a way for Unity developers to incorporate privacy by design. The General Data Protection Regulation (GDPR) and other privacy regulations around the world require a user's explicit consent for personal data collection and use by app operators in order for apps to be compliant.

Valerio Sudrio, Global Director App Solutions at Usercentrics, notes, "We are very excited to be the first verified consent management solution in the Unity Asset Store. Building a privacy-first in-app environment is now a must for developers. Beyond the increasing pressures from regulators, we see an erosion of trust from users, especially in the free and casual apps segment. Usercentrics' simplifies the complexity with an easy to set up solution. We support developer compliance with regulations in a way that is both user-friendly and helps create a trustworthy and engaging gaming experience."

The Usercentrics SDK is available on the Unity Asset Store. Usercentrics' solution comes with a fully customizable UI that helps game developers create a smooth and user-friendly privacy section in their game. Developers should, of course, review their implementation of the Verified Solution and Usercentrics' products with their own legal and security advisors to ensure regulatory compliance. Unity's verification process is a technical verification, not a legal review of the Verified Solution.

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, compliance with current and future international data protection regulations such as the GDPR, and CCPA can be ensured and aligned with 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.