

Integrating Usercentrics via Adobe Launch

diva-e facilitates GDPR-compliant Consent Management with new Adobe Launch extension

Berlin/Munich, September 13, 2021 - Digital service provider [diva-e](#) has developed an extension in cooperation with [Usercentrics](#), one of the leading providers of consent management platforms, that can be easily and conveniently integrated into the Adobe Experience Cloud. This significantly simplifies GDPR-compliant consent management for websites.

For users of the Adobe Experience Platform Launch / Data Collection tag management system, diva-e now offers an efficient consent management solution: "[Consent Management by Usercentrics CMP v2](#)". With the help of the Usercentrics Consent Management Platform, website operators can implement the requirements of the General Data Protection Regulation (GDPR) in a compliant manner. The integration via the new extension now offers an even easier and faster way to implement Consent Management in a GDPR-compliant and centralized manner.

Usercentrics is one of the leading consent management platforms that help website operators obtain and manage consent for the processing of personal data. The platform also provides features to optimize the consent rate. Integration via Adobe Launch enables centralized and unified consent management across multiple digital marketing systems, websites, and apps. Thanks to the new extension, this now works without any major development effort, since, for example, creating tag rules does not require any additional code.

The General Data Protection Regulation, which has been applicable since 2018, requires users to consent to the processing of all personal data upfront, making it necessary to develop new and viable implementations of consent management.

diva-e and Usercentrics have taken another step towards simplifying these processes with the release of the extension.

About diva-e

As Germany's leading Transactional Experience Partner (TXP), diva-e creates digital experiences that delight customers and sustainably drive companies forward. With more than 20 years of experience in digital business, diva-e fully covers the digital value chain from strategy to technology to operations. The service and product portfolio in the areas of Planning & Innovation, Platforms & Experiences, Growth & Performance, Data & Intelligence, and Managed Cloud Services ensures increased revenue, competitive advantages, and measurably more transactions - for all target groups, devices, and products. diva-e works with leading global technology partners such as Adobe, Akeneo, Amazon, Bloomreach, Google, e-Spirit, Microsoft, Salesforce, SAP, Spryker, and Stibo.

diva-e understands the challenges facing businesses today and tomorrow and is an innovative partner to leading companies. Numerous top companies and love brands trust diva-e - including Liquid Life Science, Carl Zeiss, EDEKA, E.ON, FC Bayern München, Lieferando, Ravensburger and Sky. Throughout Germany, diva-e employs around 800 people at 8 locations.

About Usercentrics

Headquartered in Munich, Usercentrics is a Consent Management Platform (CMP) market leader. Usercentrics' SaaS solution enables companies to collect, manage and document user consent on all digital channels, such as websites or apps – all while maintaining high opt-in rates. Usercentrics' solution ensures alignment among marketing, data strategy and international data protection regulations, such as the GDPR and CCPA. For more information, please visit: www.usercentrics.com/