Usercentrics and Cookiebot™ win Siinda Award for outstanding Digital Innovation and SMB Support

Munich, 8th June - **The dedication of Usercentrics and Cookiebot™ by Usercentrics to technology innovation has been recognized by non-profit association Siinda. Both divisions were awarded Silver in the Digital Innovation and SMB Support category.**

The award is a great achievement for the company as it acknowledges more than 10 years of dedication to bringing best in class solutions to market. We enable SMB companies to become compliant with the complex legislative data privacy requirements and build trust with their customers by creating transparency on how their data is being managed.

With the fourth anniversary of the GDPR, the legal landscape is getting more and more complex and businesses are still facing challenges in achieving privacy compliance. Leveraging technologies in the space, SMBs can offset these cumbersome tasks in order to focus on their end customers and their core business.

Over the last few years, Usercentrics and Cookiebot ™ by Usercentrics have worked hard to bring our industry-leading website scanning and cookie auto-blocking technology to the market.

What makes our technology so special?

We offer a unique combination of technologies — website scanner and auto-blocker — that enables small and medium-size businesses to easily achieve cookie compliance and save resources and time.

The scanner is one part of technologies that combine to provide scanning as well as auto-blocking for cookies and tracking technologies. While simulating user behavior and mouse movements, it detects cookies and trackers across the website. The crawler is website-friendly to ensure that websites are not impacted by it, while also constantly monitoring website response times. Scan output is then used to provide our blocking technology with an overview of all initiators that set trackers.

All cookies and trackers identified after the scan are automatically categorized according to GDPR requirements and accurately reflected in the consent banner,

which is presented to the user. This means that there is no extra effort in cookie mark-up or categorization post-scan.

Based on the data collected via the scanner, the auto-blocking feature automatically detects and blocks all elements that trigger cookies and trackers (e.g. videos, like buttons, etc.) until user consent is granted.

This makes our Consent Management Platform (CMP) extremely easy to use and hands-free, enabling any business to become compliant with the latest relevant data privacy regulations.

About Siinda
Siinda is the leading European-based non-profit association bringing together agencies, brands, media, and technology companies in the local search, digital advertising, media, mobile, and "on-demand" industry sectors, servicing millions of SMBs across Europe.

Visit siinda.org to learn more.

About Usercentrics
Usercentrics is a global market leader in the field of Consent Management Platforms (CMP). Cookiebot CMP and Usercentrics have joined forces, enabling us to offer a wide range of compliance solutions to meet companies' specific requirements. We enable businesses to collect, manage and document user consents on websites and apps in order to achieve compliance with global privacy regulations, while facilitating high consent rates and building trust with their customers.

We believe in creating a healthy balance between data privacy and data-driven business, delivering solutions for every size of enterprise. Cookiebot CMP is our plug-and-play SaaS for smaller businesses and organizations, App CMP handles user consent on mobile apps, and Usercentrics CMP serves companies with enterprise-grade custom requirements for unifying consent and data from capture to processing.

Visit usercentrics.com and cookiebot.com to learn more.

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