



Usercentrics and Shopware partner to protect and empower ecommerce with consent management

Munich, 4 December 2023 – Usercentrics, leading provider of consent management solutions, has officially partnered with Shopware, a forerunner in digital commerce platforms.

Shopware marketplace customers can now easily create an account with [Usercentrics](#) or [Cookiebot™](#). The user-friendly admin interface enables full customization of their cookie consent banner. In minutes they can be set up and collecting and managing cookies to comply with current and new data protection regulations, such as [GDPR](#), [DMA](#), [LGPD](#), [CCPA/CPRA](#) and others.

"Usercentrics' integrations are simple plug-and-play solutions that enable our mutual customers to comply with global privacy laws and data protection regulations. It builds user trust by creating a transparent user experience with clear information." said Mandy Engel, Technology Partner Manager - Acquisition Specialist, Shopware.

The partnership between Usercentrics and Shopware brings a seamless integration to customers' shops and simplifies global privacy compliance without sacrificing user experience or efficiency. It also expands Usercentrics' mission to empower organizations to embrace data privacy while building trust with their users through freedom of choice.

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About Shopware

Shopware, founded in Schöppingen in 2000, offers a holistic omnichannel digital commerce platform for sophisticated mid-market and lower enterprise merchants, with high flexibility and various options for B2C, D2C, B2B, as well as service-based use cases. Shopware is well-positioned and one of the market leaders in its segment, especially in the DACH region,

with a fast-growing business in North America. The solution is headless, API-first, and uses an Open-Source architecture, allowing merchants to individually customize and scale the product offering, creating a strong customer experience. Furthermore, Shopware relies on a global network of 1,600 sales, technology and solution partners, securing a stable ecosystem. Shopware merchants currently process a combined GMV of more than 20 billion USD across the global Shopware platform.

Find more on <https://shopware.com>

About Usercentrics

Usercentrics is a global market leader in the field of consent management platforms (CMP). We enable businesses to collect, manage and document user consents on websites and apps in order to achieve full compliance with global privacy regulations while facilitating high consent rates and building trust with their customers. Usercentrics believes 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. Helping clients like Daimler, ING Diba and Konica Minolta achieve privacy compliance, Usercentrics is active in more than 180+ countries, with 3,000+ resellers and handles more than 61 million daily user consents.

Learn more on <https://usercentrics.com/>