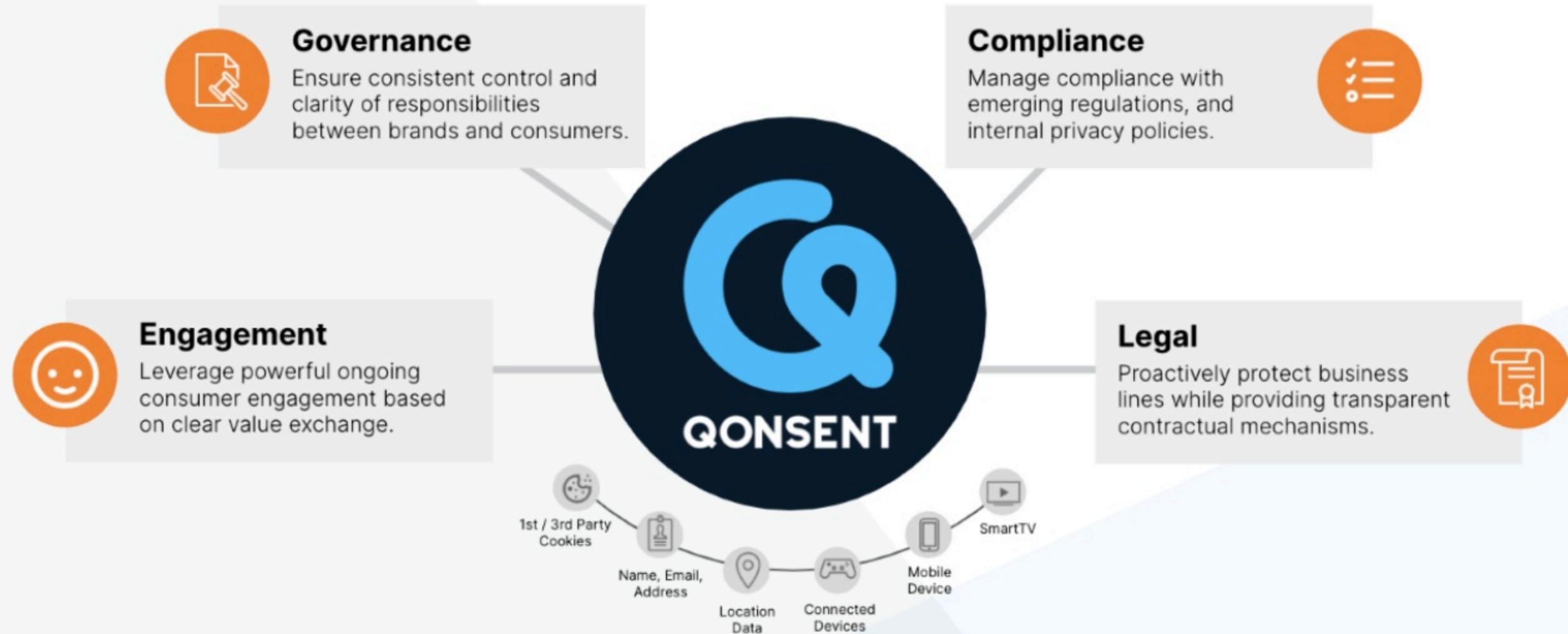


For the Consumer:



- ✘ **No single way to control their privacy**
Despite legislation there is no single way for a consumer to monitor and control their data privacy across marketing channels. Enterprise Privacy Portals are built for the Enterprise
- ✘ **No STANDARDS** across major platforms and experiences that consumers engage with every day. Privacy Policy, Consent Modals, Unambiguous Language etc..
- ✘ **Lack of education and transparency**
The Consumer does not have adequate tools and education to understand how their data is used, to what extent, and for how long by marketers.
- ✘ **No collection of value exchanges with relevant brands**
Consumers lack the tools to manage and discover relevant offers and promotions from Brands they trust.

Introducing **Qonsent**: A modern experience platform for qualified consent enablement and engagement



Introducing the **Qonsent** SaaS Platform

A patent pending platform for clear, qualified preference management



CONSUMER TOUCHPOINTS



QR
Creation



CTV



Digital
Banner



Email



Dynamic Modal
On Site
e.g. -25% Off



TransUnion



(Other CDP & CMP
Integrations to come)

Real Time ID Validation

The image displays three sequential mobile phone screens illustrating the real-time ID validation process for Acme Brand Co. using QONSENT.

Screen 1: Offer and Consent Introduction

- Header: ACME BRAND CO. logo.
- Text: "Sign up for 50% off your next visit to our new NYC location"
- Button: GET OFFER

Screen 2: Consent Form

- Header: ACME BRAND CO. logo, POWERED BY QONSENT.
- Text: "ACME BRAND CO. respects your privacy and is partnering with QONSENT to give you full control of how your personal information is shared."
- Form fields: First Lastname, email@domain.com, 90210.
- Text: "HOW DOES QONSENT WORK?"
- Button: SUBMIT
- Footer: READ OUR SIMPLE [PRIVACY POLICY](#)

Screen 3: ID Verified Confirmation

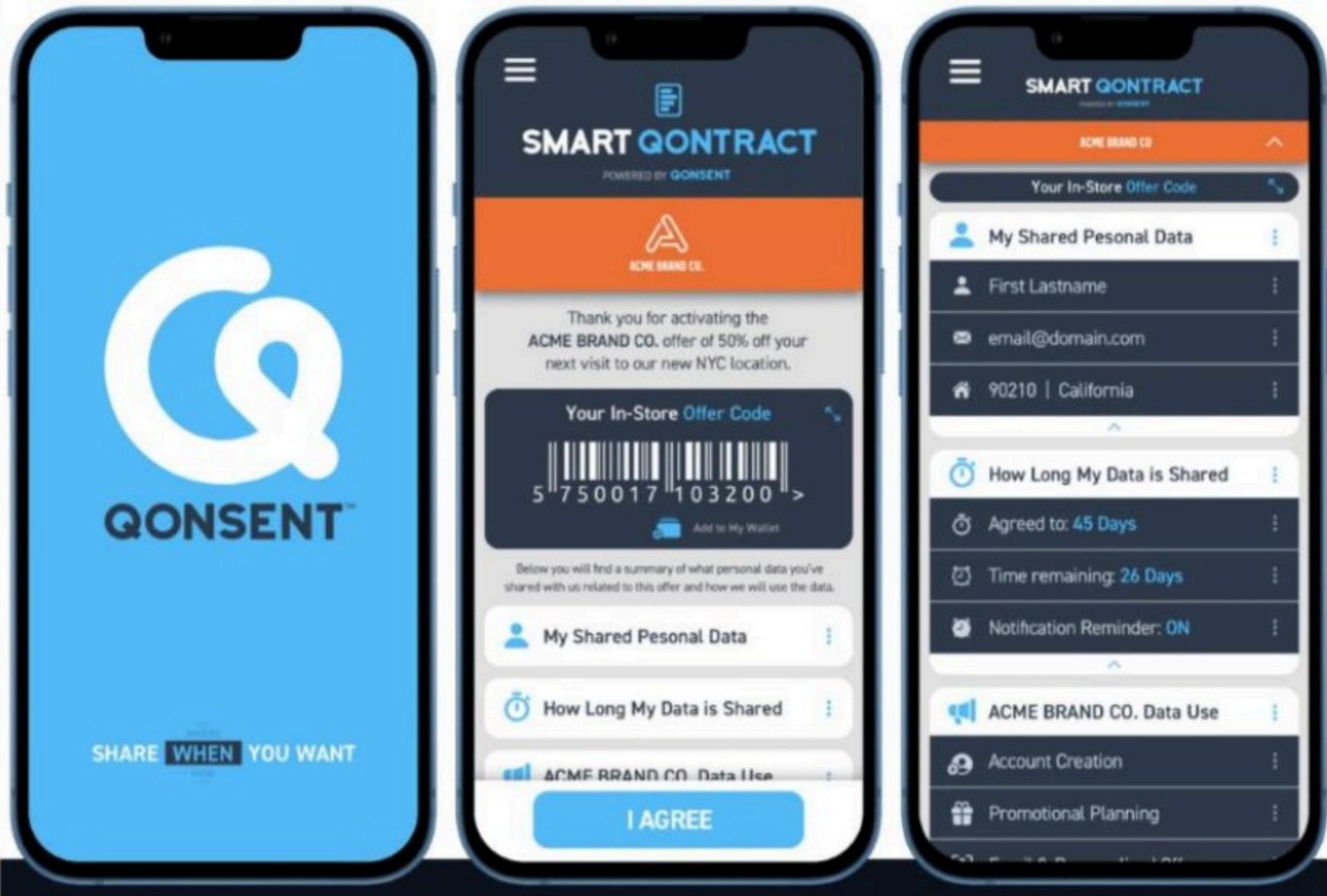
- Header: ACME BRAND CO. logo, POWERED BY QONSENT.
- Text: "ID VERIFIED" with a checkmark icon.
- Text: "Your personal ID has been securely verified in partnership with QONSENT"
- Consent items:
 - YOU AGREED TO SHARE YOUR NAME: First Lastname (with person icon)
 - YOU AGREED TO SHARE YOUR EMAIL: email@domain.com (with envelope icon)
 - YOU AGREED TO SHARE YOUR ZIP CODE: 90210 (with house icon)
- Button: I AGREE
- Footer: READ OUR SIMPLE [PRIVACY POLICY](#)

QONSENT +  TransUnion.

Consumer identity is the fundamental building block that powers direct to consumer relationships, enabling personalized ads and tailored experiences. Through our partnership with TransUnion, **QONSENT**[™] enables brands to start a trusted relationship with a validated consumer while integrating with their existing management tools.

QONSENT[™] consumers experience a simple one time frictionless onboarding process to validate their identity and securing their consent.

SMART QONTRACT



QONSENT +  **Ketch**

Trust and transparency are based on a direct, mutual understanding reflected in a clear agreement.

In partnership with Ketch, we've established the industry's first SmartContract enablement platform to capture the mutually agreed value exchange between a brand and a consumer.

Our unique encrypted and auditable ledger based system allows brands to maintain a record of consent in a compliant way across CCPA, GDPR, CPRA and other applicable laws.

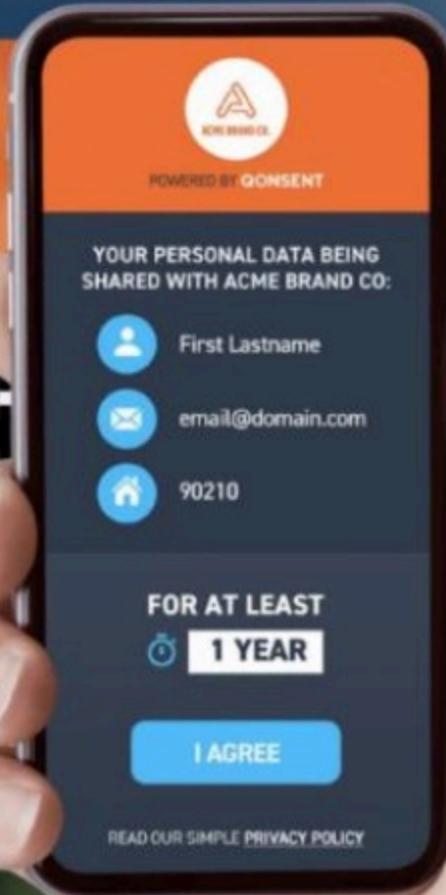
QONSENT™ creates a record of that consent for the consumer in the **QONSENT™** Wallet, enabling consumer awareness and control at all times.



ACME BRAND CO.

Scan QR code for 50%
off your next purchase

POWERED BY
QONSENT

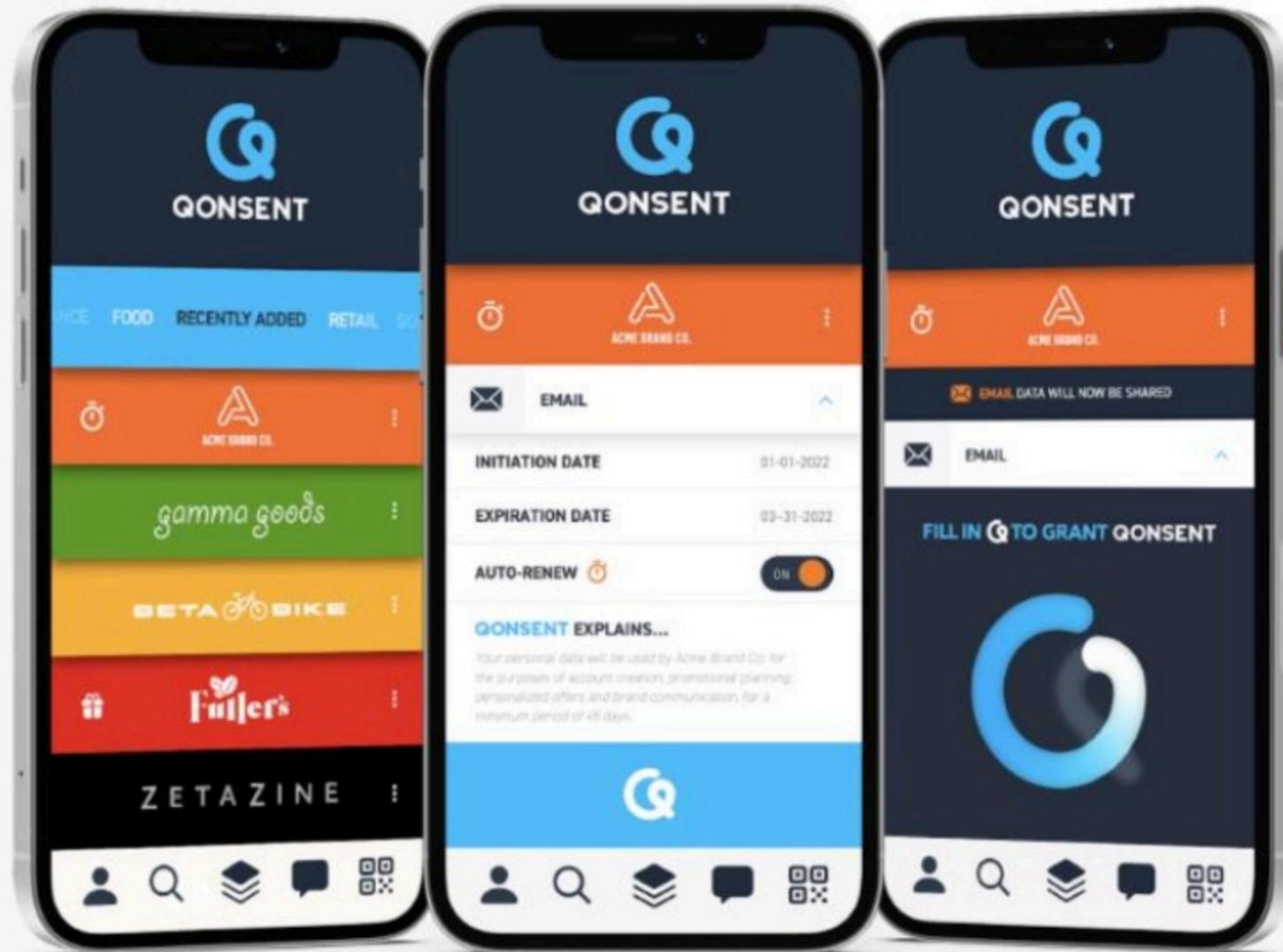


QONSENT READER

QR Codes have become a universal way to drive direct-to-consumer digital experiences from any medium. With Qonsent's QR Code Qonsent Reader, we enable brands and consumers to transact with a clear value exchange offer, validate a consumer identity and enter into a 2 way transparent SmartContract, all from the palm of their hand. From Connected TV Screen, Out of Home Billboard, to concert venue or cereal box, now you can create trusted one-to-one relationships with **QONSENT™**.

The Qonsent Consumer App

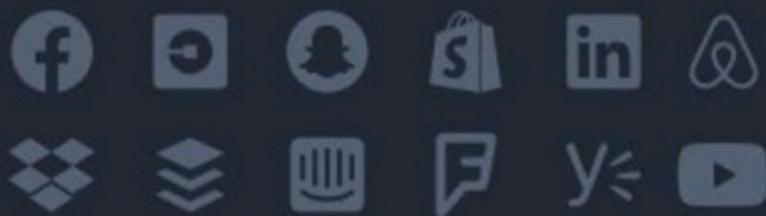
FOR CONSENT CONTROL AND TRANSPARENCY



A powerful consent wallet for the consumer

- ✓ A clear and concise interface that enables true consumer driven control and awareness for all brand and experience interactions. Opt-IN and OUT of Data Sharing
- ✓ As Consent Custodian FOR the consumer; Enables encrypted, bonded/insured and contractual protections
 - Ledger based smart contract system (Web3 enabled)
- ✓ **Dynamic Qonsent** mechanism means a user can turn data sharing on & off with a simple tap
- ✓ Real-time PII encrypted data election & transfer into brand and publisher Consent Management Platforms (examples only: Ketch, OneTrust, Salesforce, etc.)
- ✓ Real-time Identity Validation via a major Credit and Identity Solution provider

- ✓ **Qonsent Impact:** Provides a dedicated consumer value proposition with a clear and concise interface that enables true control and awareness for leveraging consumer data for a cause
- ✓ Enables secure and transparent sharing specifically for the intended causes and CSR initiatives.
- ✓ ***Dynamic Qonsent*** mechanism means a user can track how their data is being used and turn data sharing on & off with a simple tap
- ✓ Real-time PII encryption data election & transfer into brand and platform CMPs (examples only: Ketch, OneTrust, Salesforce, etc.)



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