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## 2B Advice announces version 7.0 of proprietary privacy management software

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2B Advice, a global provider of technology-enabled compliance and risk management services, announced the release of the latest version of their 2B Advice PrIME data privacy compliance software.

2B Advice PrIME 7.0 provides the flexibility for legal, marketing, security, compliance, DPOs, and other users to manage a growing number of privacy regulations around the globe. This full-fledged release contains a number of new capabilities to enhance the ease of managing privacy programs and supporting a culture of privacy in the organization. The new features include a full set of marketing compliance management tools as well as expanded automation and integration capabilities.

### MARKETING COMPLIANCE MANAGEMENT

2B Advice PrIME Marketing Compliance Management tools enable modern marketers to manage customer consent as well as data requests with ease, while keeping in compliance with the hundreds of privacy regulations around the world.

### DATA POLICY STATEMENT GENERATOR

Save time and money while keeping your policy statements up to date with your business and latest regulations. Quickly and easily generate compliant data privacy statements with appropriate legal language and accuracy, then place them on your website by pasting the generated code. 2B Advice records any changes and updates are seamlessly pushed to your website.

### WEBSITE ANALYZER

The 2B Advice PrIME website analyzer scans your website URLs for cookies. All existing cookies are compared with our database. Known cookies are listed in 2B Advice PrIME with their attributes for runtime, purpose, publisher, etc. and a report is generated automatically.

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## COOKIE POLICY GENERATOR

2B Advice PrIME automatically generates and publishes a privacy compliant cookie policy based on the cookies in use on your website which have been identified by the Website Analyzer.

## CONSENT MANAGER

Manage legally required opt-in or opt-out functionality and associated attributes with the new 2B Advice PrIME Consent Manager. Easily comply with the GDPR, CCPA, both, or any other state or federal law.

## DATA SUBJECT REQUEST FORMS

2B Advice Data Subject Request Forms work hand-in-hand with our ticketing and communications systems to ensure compliance with privacy regulations, auditable tracking, and timely response to each data subject request.

## ADDITIONAL AUTOMATION AND INTEGRATION CAPABILITIES

Compliance is complex and it touches every aspect of a business. 2B Advice automation and integration capabilities let you share information across your business systems or share best practices with vendors or peers.

## 2B ADVICE PRIME PORTAL

The 2B Advice PrIME Portal is the first of its kind in the industry. Choose, share and store templates, training, catalogues and reports relevant to your business or industry among peers, decision makers, and third-parties.

## AUTOMATED WORKFLOWS

Use workflows for frequently occurring data protection events. Advanced workflow capabilities include multilevel workflows and automation. 2B Advice PrIME offers several types of workflows: serial, parallel, combined.

## PLAUSIBILITY CHECK

A plausibility check can now be performed automatically when entering information into the 2B Advice PrIME Compliance Software. An automatic validation is performed when new information is entered, such as a processing activity or assessment, flagging when a respondent may have overlooked something.

## REST API

2B Advice PrIME REST API has a full set of functionalities for synchronizing data between 2B Advice PrIME and other systems including tag managers, CRM, ERP and more.



### **About 2B Advice PrIME**

2B Advice PrIME is an all-in-one privacy management and compliance software that places the power of managing policies, processing activities, internal and external assessments, data type tracking, reporting, compliance, employee training, policy generation, data subject request management, risk mitigation, and reporting at your fingertips. The 2B Advice PrIME technology is simple enough to manage the privacy obligations of a small company yet powerful enough to deploy across a global enterprise - a true benchmark of privacy management software.

At the heart of effective privacy programs around the globe, the 2B Advice PrIME privacy management software helps more than 3,800 companies worldwide manage their privacy programs for GDPR, CCPA, COPPA and other regulations.

### **About 2B Advice**

2B Advice specializes in European and US privacy management and data protection. With 17 years of experience and offices in Bonn, Berlin, Brezno, Munich, Paris, Verona, Vienna and San Diego, 2B Advice offers an experienced team of privacy and legal experts who work with our clients to develop privacy management solutions tailored to each client needs and budget. [www.2b-advice.com](http://www.2b-advice.com)