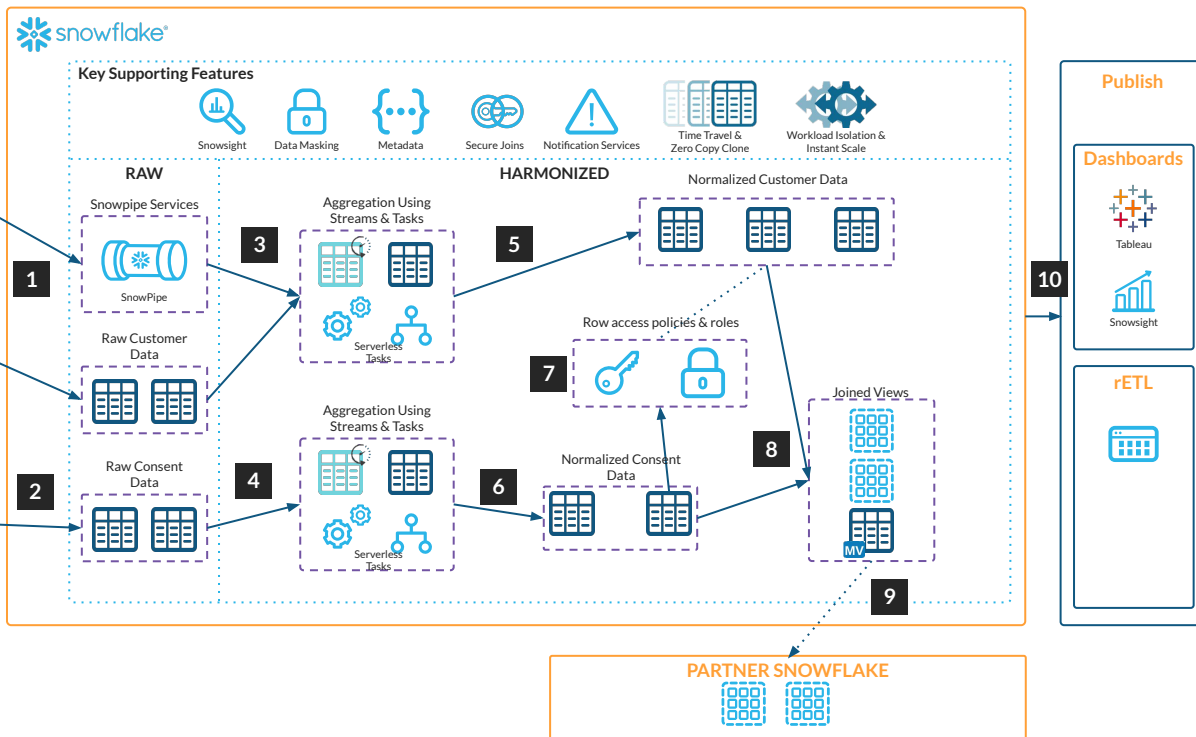# CONSENT MANAGEMENT
REFERENCE ARCHITECTURE

OBJECTIVE

Privacy regulations have made tracking consent and governing PII more important than ever. This solution shows how managing consented data can be streamlined and simplified in Snowflake, helping brands and agencies protect themselves from expensive fines and erosion of trust.

DESCRIPTION

1 Customer data is either streamed or loaded in batch

2 Consent data from partner apps is loaded

3 Customer data is deduplicated and aggregated using streams and tasks

4 Consent data is similarly processed.

5 Processed customer data is normalized

6 Consent data is also stored normalized

7 Consent data is used to create Row Access Policies and matching roles are created to govern customer data

8 Consent data is used to create Row Access Policies and matching roles are created to govern customer data

9 The preferred BI tool is used to read from the views for user facing dashboards

10 Tools for ad measurement, such as MMM, can be used from the normalized data, simplifying the process.

RELATED CONTENT

Webinar: Connected Consent Management With Snowflake

Blog: Make Consent Management a part of your Composable CDP