AquaConsento ENTERPRISE

Regulator Ready

Enterprise grade

Executive Overview

DPDP-First Consent Governance Infrastructure

Consent Beyond Policy Documents

Turn DPDP into always-on compliance, not a yearly audit scramble

https://www.aquaconsento.com/

Consent cannot be governed through documents when data flows through systems

Enterprises collect and use personal data across many channels and tools

Distributed Capture

Consent is captured across *web, app, forms, CRM, WhatsApp*, and *call centers*.

Proof Fragmentation

Proof of consent is fragmented across *teams, vendors*, and *platforms*.

Revocation Inconsistency

Opt-outs and *preference changes* do not propagate consistently.

Consent Visibility Gap

Teams struggle to answer: *who consented, for what purpose, when, and where*

Consent is becoming an operational requirement across Growth, Risk and Trust

Organizations need a reliable way to demonstrate and enforce permissions at scale

Audit Expectations
Reviews and audits increasingly expect traceable, exportable consent evidence

Vendor Exposure
Vendor and tool ecosystems expand exposure and accountability requirements

Cross-Team Alignment
Standardizing consent reduces friction between legal, product, and growth teams

Workflow Enforcement
Marketing and customer communication workflows require consistent consent checks

What Enterprises really need now a days?

Capture correctly, prove instantly, enforce everywhere

A modern consent program requires both governance and execution

Standardized Modeling

Standard consent model aligned to purpose and channel

Verifiable Evidence

Verifiable records with version history and complete event trace

Real-Time Controls

Real-time enforcement before outreach or processing

Centralized Governance

Central governance with roles, approvals, and segmentation by business unit/region

Introducing AquaConsento

AquaConsento is the system of record for consent and customer preferences
It centralizes permissions, operationalizes governance, and enables enforcement across the stack
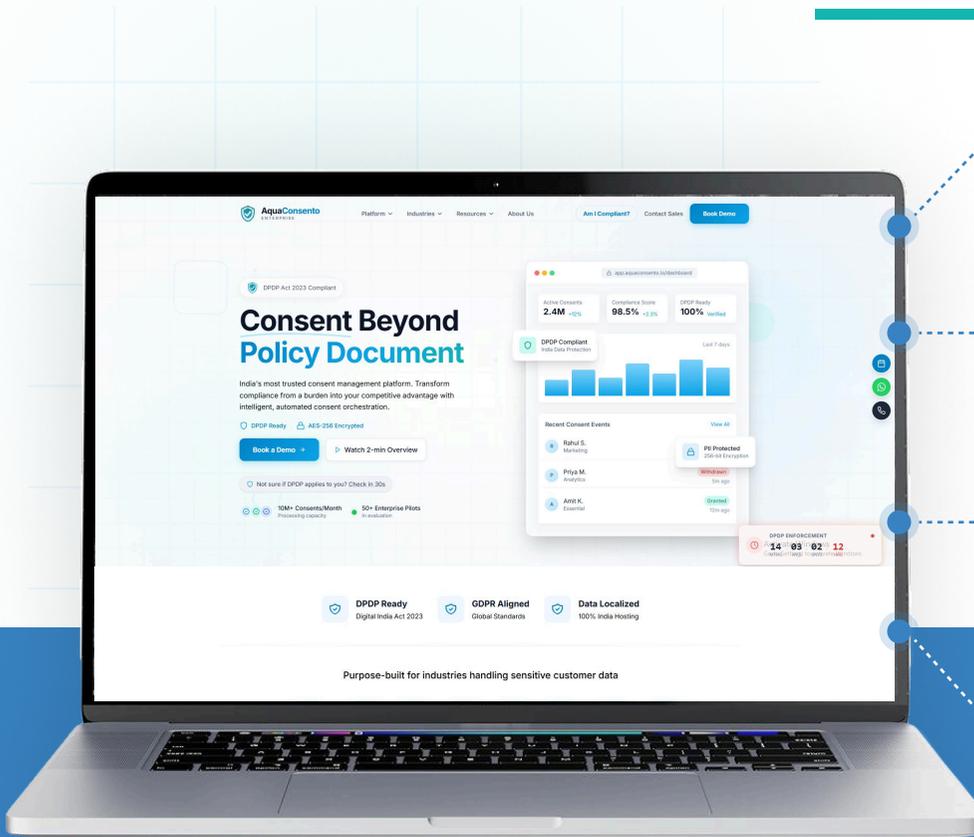
Unified Ledger
One consent ledger across channels and customer journeys

Policy Governance
Policy and notice management with controlled updates
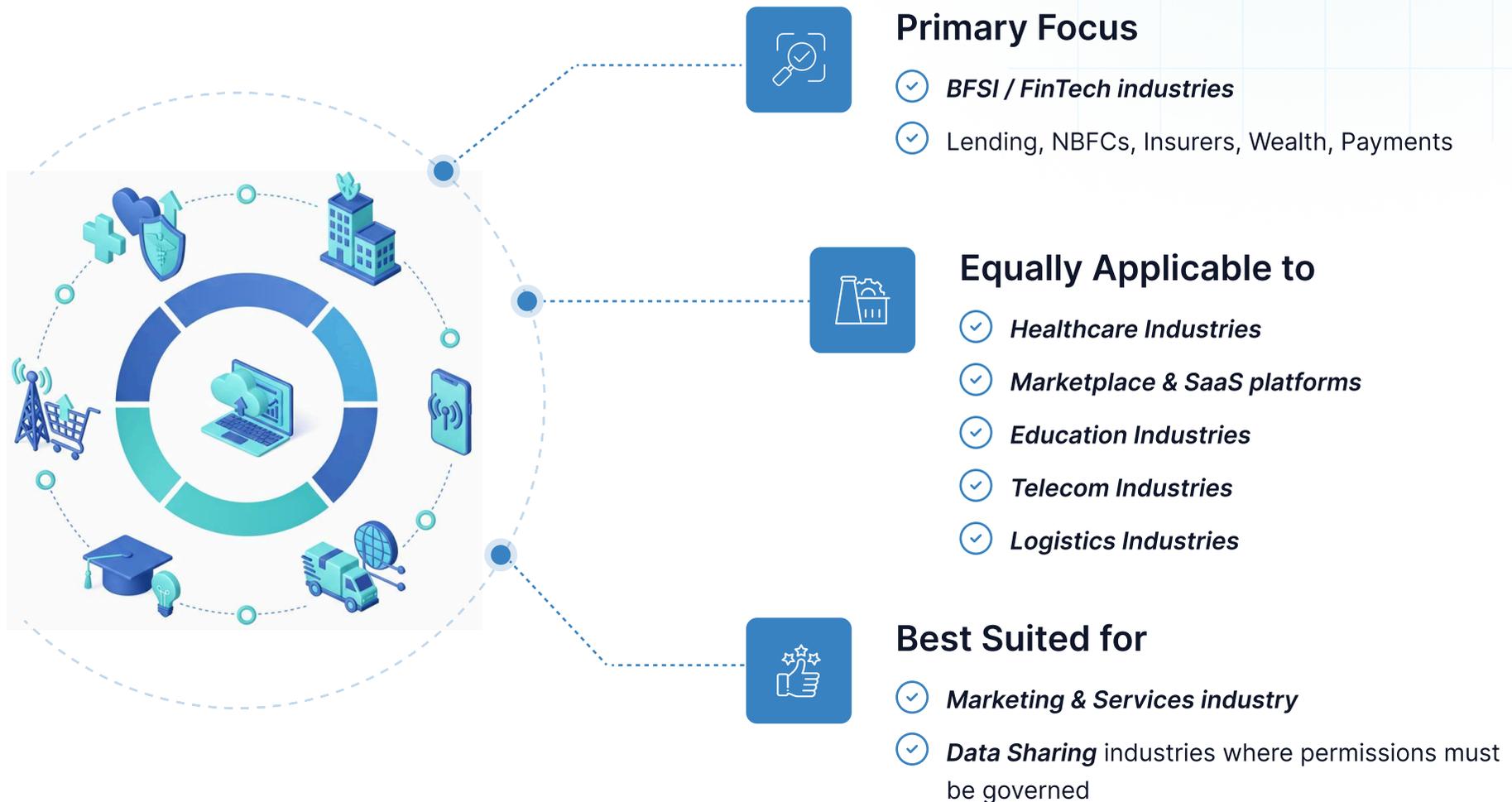
Integration Layer
APIs and webhooks to enforce consent across downstream systems

Rapid Reporting
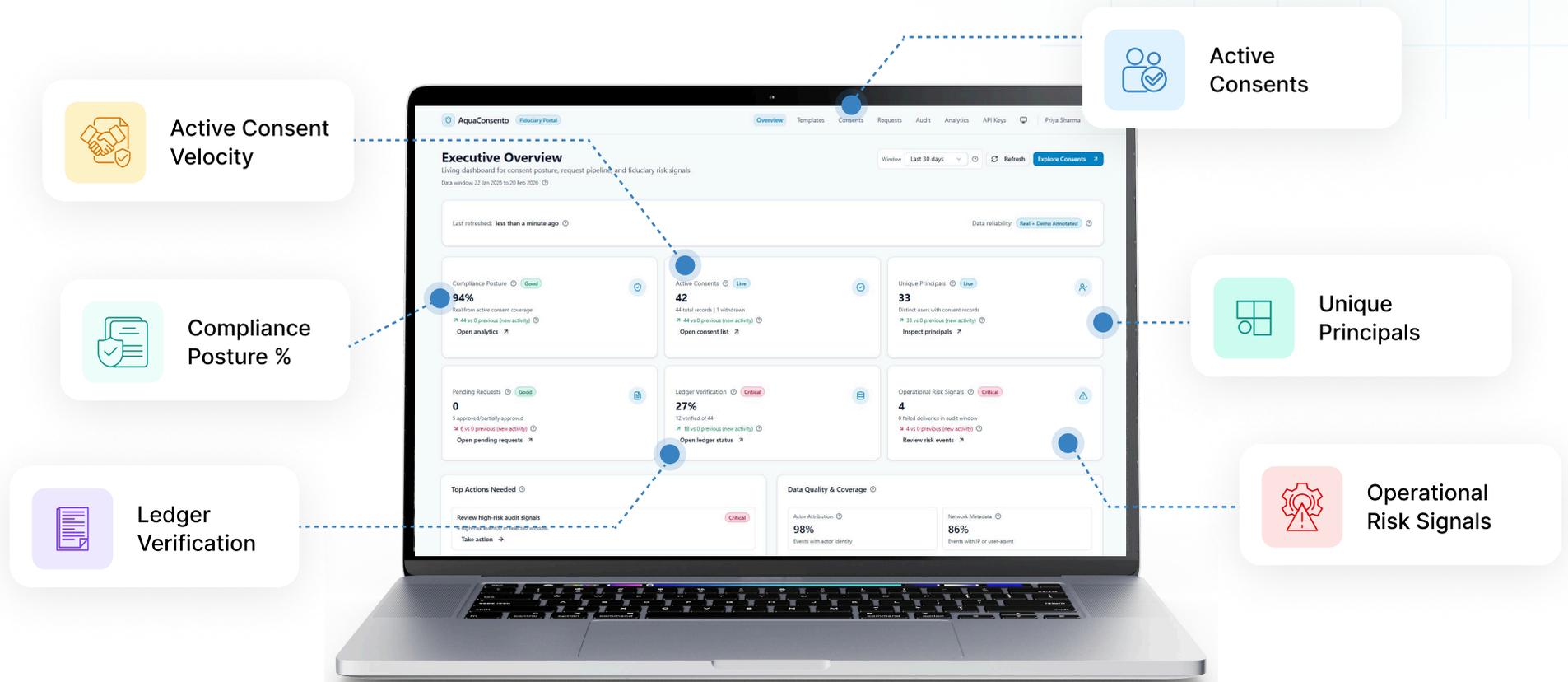Audit-ready exports and reporting in minutes, not weeks

Designed for high-volume, regulated customers

FinTech-first, with strong applicability across industries that rely on customer permissions

Primary Focus

- BFSI / FinTech industries
- Lending, NBFCs, Insurers, Wealth, Payments

Equally Applicable to

- Healthcare Industries
- Marketplace & SaaS platforms
- Education Industries
- Telecom Industries
- Logistics Industries

Best Suited for

- Marketing & Services industry
- Data Sharing industries where permissions must be governed

AquaConsento gives leadership a single compliance cockpit showing real-time data, in just one single view

Compliance should be visible measurable and continuously monitored not assumed

Active Consent Velocity

Compliance Posture %

Ledger Verification

Active Consents

Unique Principals

Operational Risk Signals

Monitor consent like you monitor uptime, Continuous Compliance Intelligence

Shift from reactive compliance to measured compliance

Consent Rate

Lifecycle Trends

Ledger Coverage

High-Risk Signals

Purpose-Level Performance
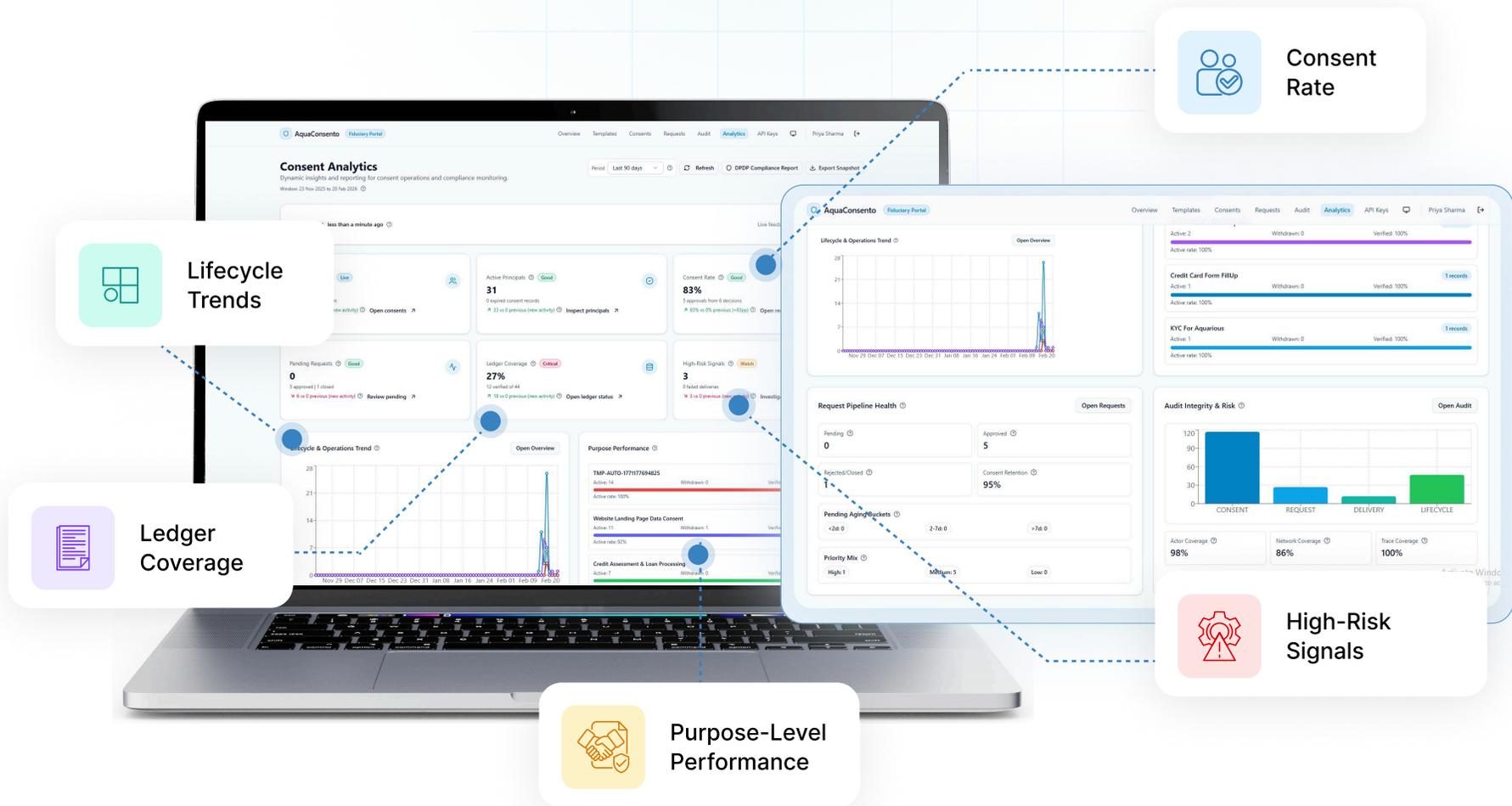
Single Source of Truth for Consent

No more scattered consent logs across CRM, product DBs, and vendor tools.

One system to answer: "Who consented to what, when, and why?

Dedicated User Mapping

Purpose & Expiry Tagging

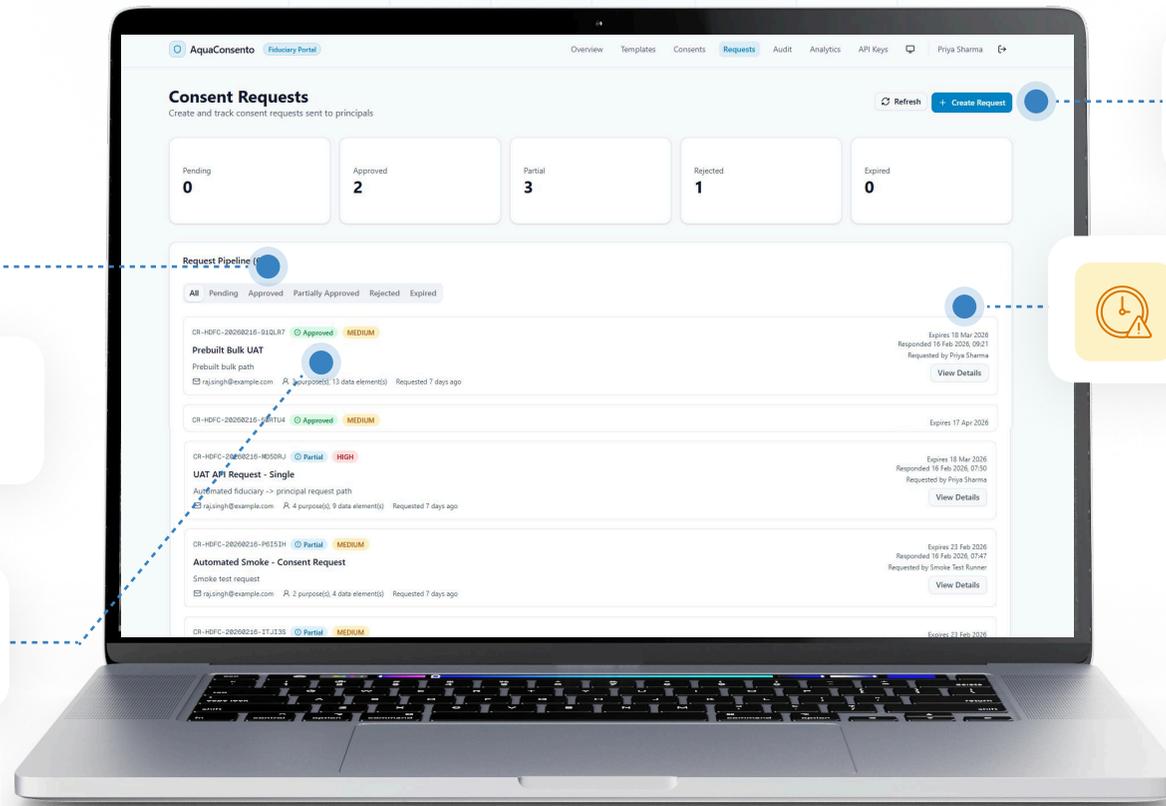Ledger State Status

Unique Consent ID

What this new approach replaces & help?

A unified governance system replaces all of the following fragmented steps:

- ⊗ Excel Management
- ⊗ Database Management
- ⊗ Email Approvals
- ⊗ Vendor Logs

Structured Consent Lifecycle Management

DPDP transparency becomes operational, not theoretical.
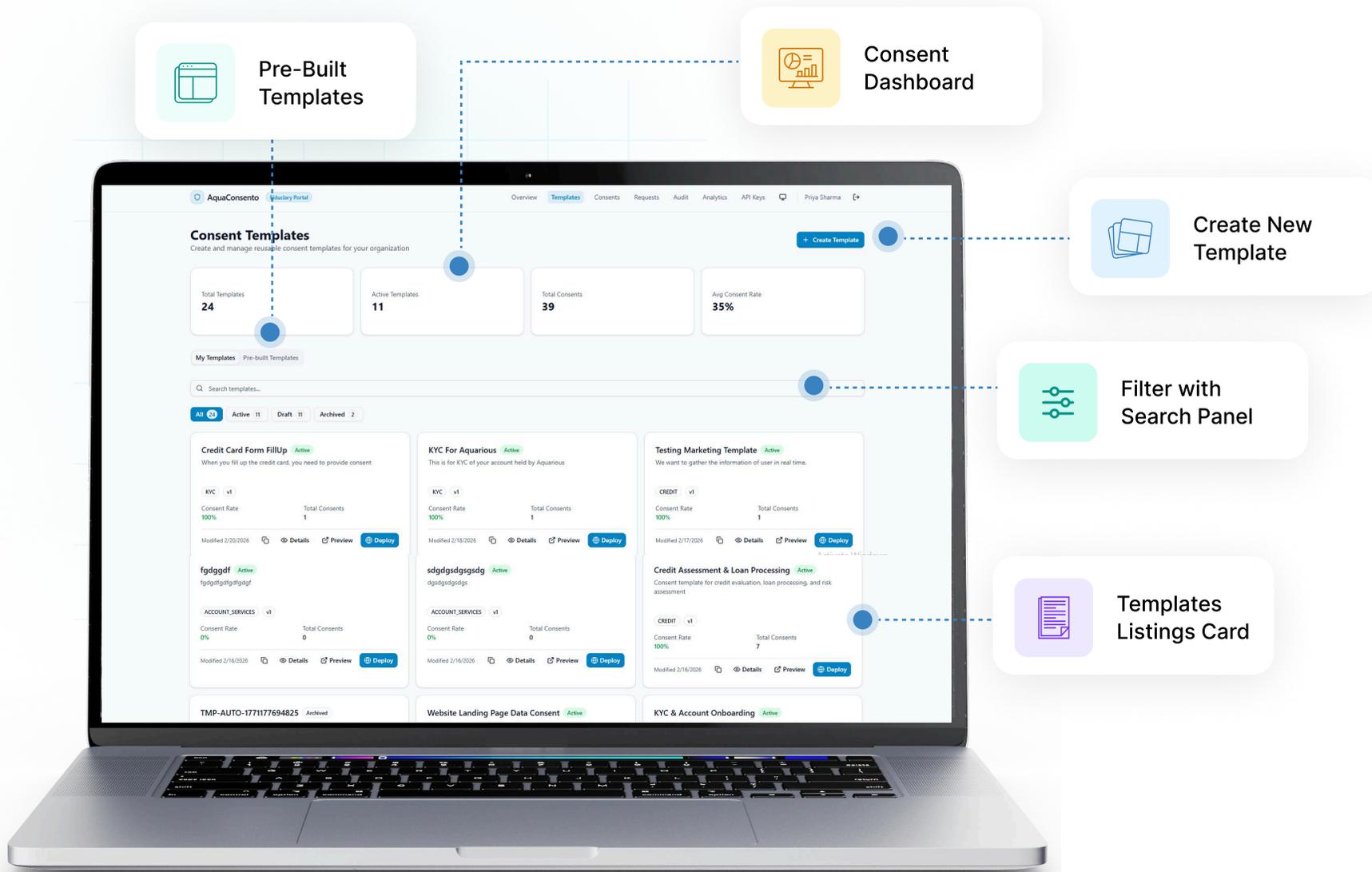

Create New Requests

Expiry & Renewal Logic

Approved Workflows

Priority Tagging

Compliance Starts at the Design Layer

Build DPDP-ready consent templates with step by step process.

Pre-Built Templates

Consent Dashboard

Create New Template

Filter with Search Panel

Templates Listings Card

User-Centric Consent principles

Give customers clear control, reduce disputes, and improve
opt-in quality while staying audit-ready

Channel & Topic Controls

Align preferences across Email/SMS/WhatsApp/Calls and content topics

Self-Serve Consent Management

Customers can view, update, and manage what they've agreed to in one place

Granular, Purpose-Based Choices

Consent is tied to specific purposes (not blanket approvals)
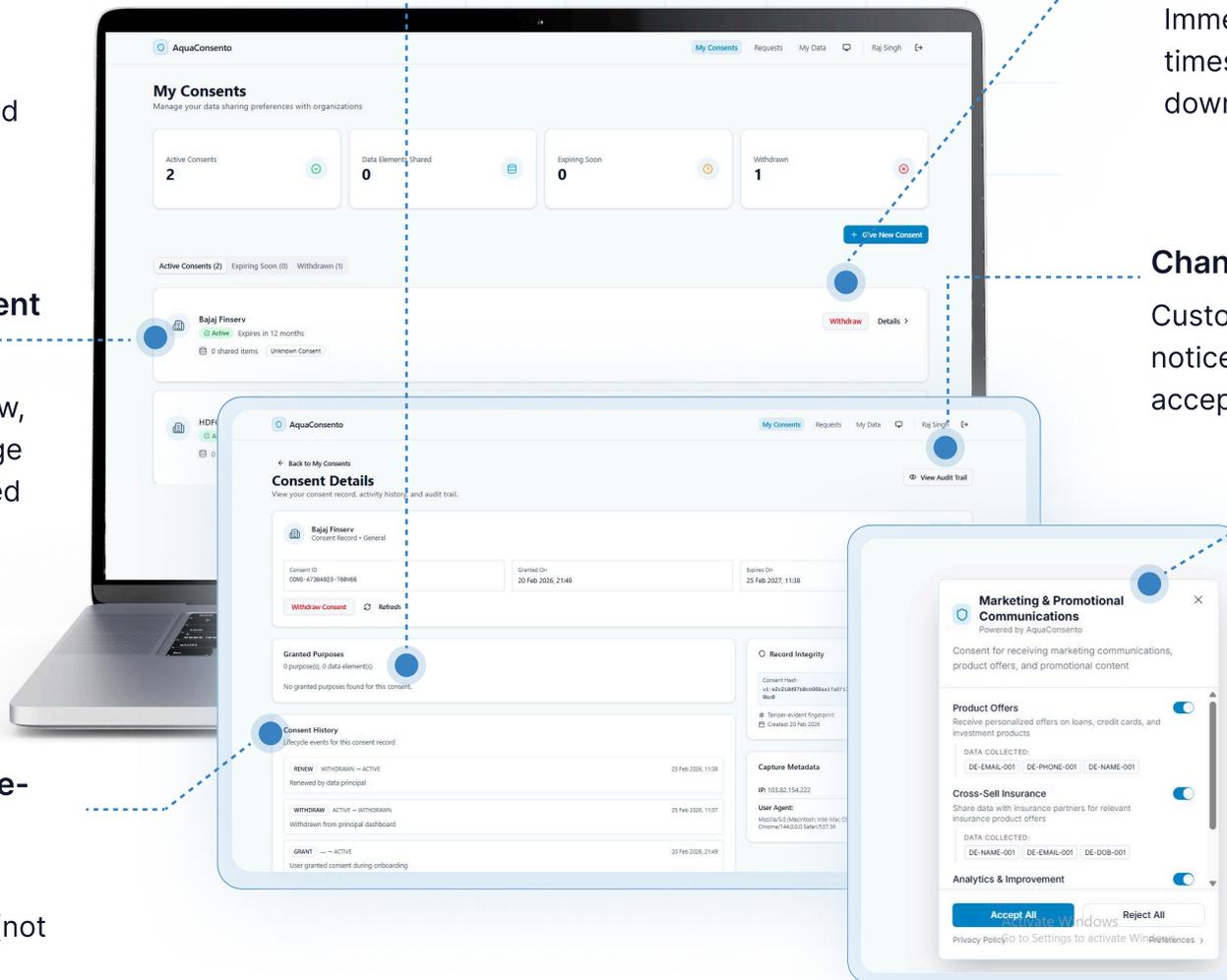
One-Click Revoke / Withdraw

Immediate withdrawal with timestamped proof and downstream sync

Change Transparency

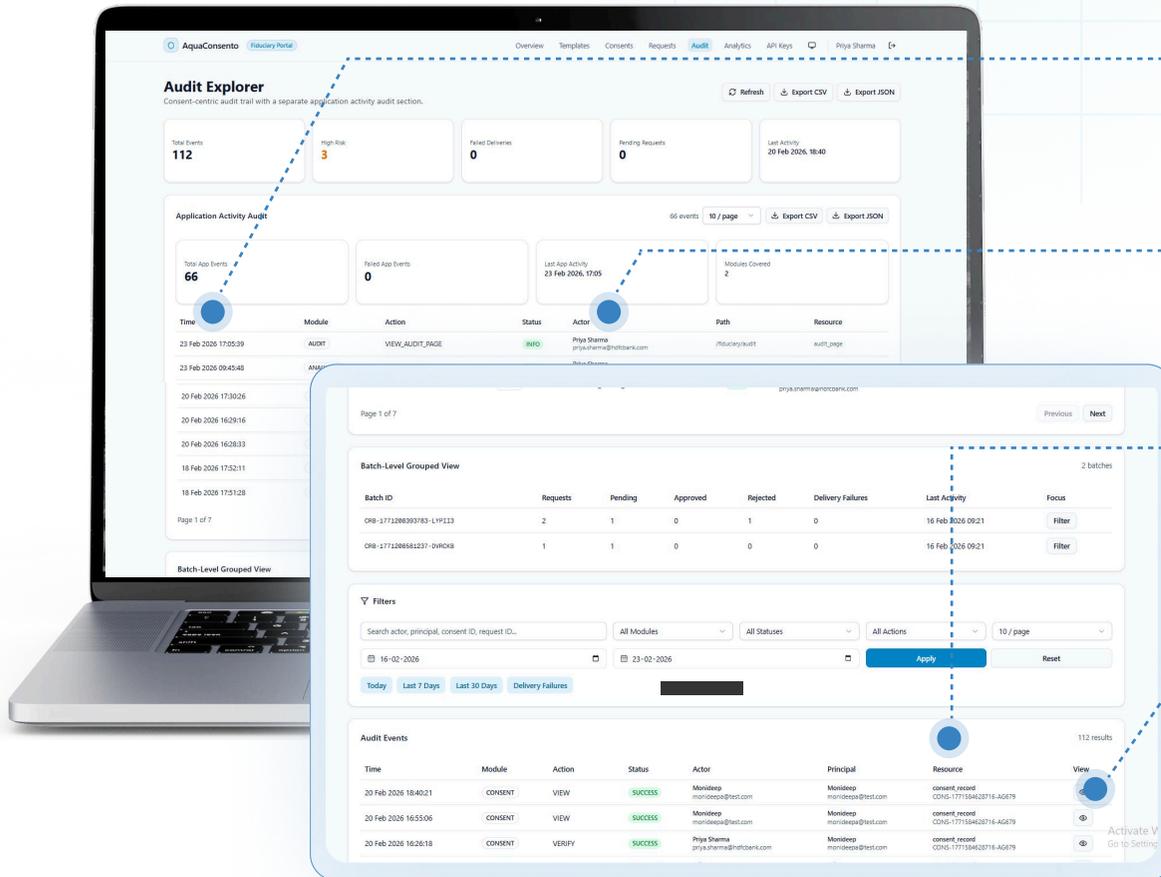Customers can see when terms/notices change and what they accepted

Multilingual Consent Experiences

Capture consent in the customer's preferred language with localized notices and UI

Audit-Ready Consent records with full traceability

Every consent action becomes a verifiable, exportable record

Event Traceability

Captures who, what, when, and where (source and context)

User Mapping

User(Actor) and processing context mapped to each consent event

Consent Record Control

Consent record version associated with the data principal and actor(user)

Lifecycle Tracking

Full lifecycle history: granted → updated → withdrawn

Preference Management improves opt-in quality and reduces communication friction

Move from one-time consent to ongoing customer-controlled permissions

Channel Controls

Control communication preferences across *Email, SMS, WhatsApp*, *Calls* (as applicable), *Mobile App*, and *CRM* touchpoints

Topic Controls

Manage preferences for *offers*, *updates*, *insights*, and *service alerts*

Frequency Controls & Self Serve Updates

Optional frequency controls to *reduce fatigue* and *customer complaints.* Self-serve preference updates with *instant synchronization* to downstream systems

Enforce Consent before outreach or processing

Ensure systems check permissions consistently, not manually

API Validation

Consent checks via API for campaigns, workflows, and processing events

Real-Time Sync

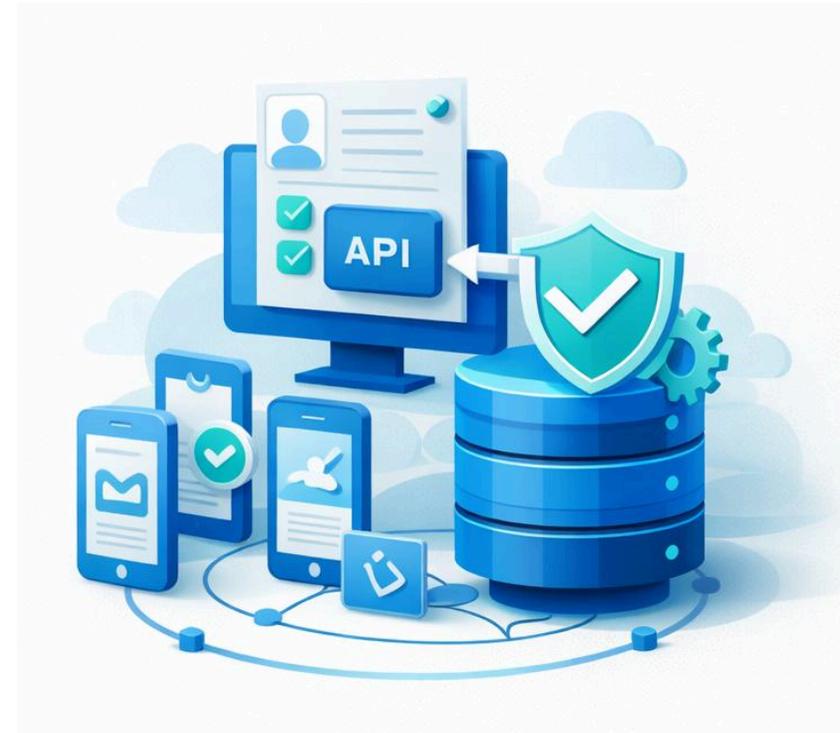Webhooks push updates to CRM/CDP/marketing tools in real time

Stack Propagation

Do-not-contact and preference updates propagate across the stack

Compliance Guardrails

Guardrails reduce accidental non-compliant messaging and processing

Enterprise Control without slowing down execution

Legal and compliance define guardrails, teams operate confidently within them

Approval Workflows

Approval workflows for *policy changes* and *consent model updates*

Access Control

Role-based access for *Legal, Marketing, Operations, IT, and Auditors*

Organizational Segmentation

Segmentation by *region*, *business unit*, *product line*, or *customer segment*

Governance Logging

Admin activity logs and *governance reporting* for accountability

Compliance that supports
Growth & Operational clarity

AquaConsento reduces friction and improves control across customer engagement. Here are the key business outcomes:
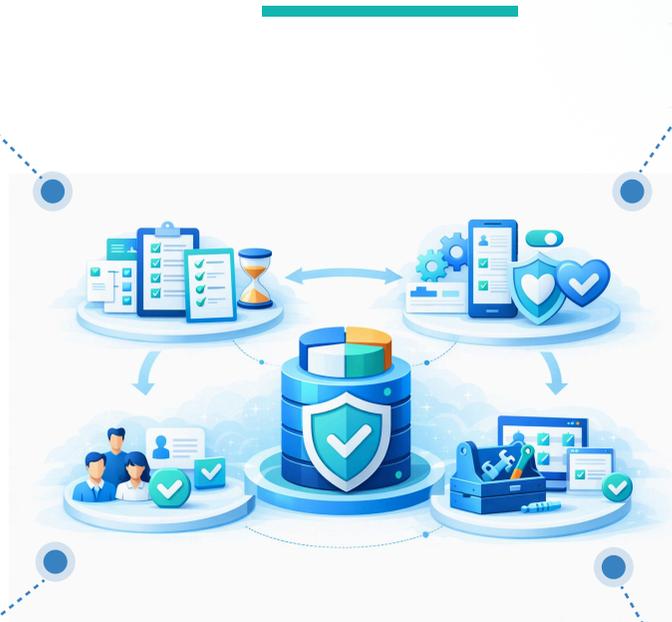

Campaign Efficiency

Faster approvals and smoother campaign execution through standardized consent

Quality Opt-Ins

Higher-quality opt-ins with customer-managed preferences

Risk Reduction

Reduced operational risk with enforceable controls and clear evidence

Engineering Optimization

Lower engineering effort spent building and maintaining consent plumbing

A structured pilot to prove value and prepare for scale

Pilot scope is defined, measurable, and aligned to enterprise workflows

Week 1

Discovery & Mapping

Discovery, Consent Model, and Data Flow Mapping,
This phase identifies regulatory gaps, aligns purpose definitions, and documents how consent flows across systems and channels.

Week 2

Capture Activation

Capture Layer, Preference Center, And Ledger Live,
Consent capture mechanisms and the centralized ledger are activated to begin recording structured, verifiable consent events.

Week 3

Integration & Enforcement

Integrations and Enforcement Checks in key workflows,
Key systems are integrated to ensure real-time consent validation before outreach, processing, or data sharing occurs.

Week 4

Audit & Rollout

Audit Pack, Reporting, and Rollout Plan,
An executive-ready compliance pack is prepared, along with a structured rollout roadmap for enterprise-wide deployment.

Thank You!

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