

PRIVACY PROGRAM MANAGEMENT Market Guide

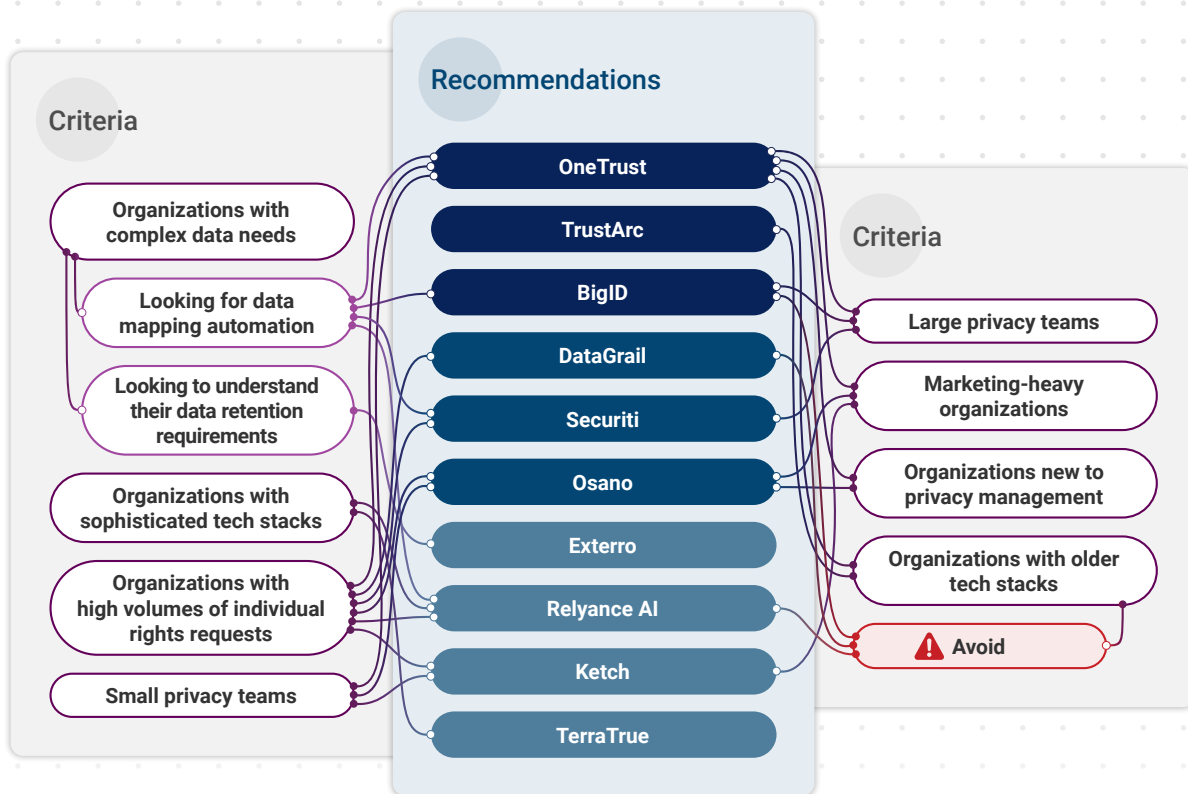
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The Takeaway

The privacy program management market today is expanding and evolving quickly. It includes some early and established players, but new vendors are entering the market all the time. There are literally hundreds of vendors in the space vying for marketshare and many new entrants continuing to break into the space. This report considers privacy program management tools focused solely in the data inventory, cookie consent and individual rights management space.

IANAS considers the leading vendors within that field to be OneTrust, TrustArc and BigID, with challengers DataGrail, Securiti and Osano coming on strong, and emerging players like Exterro, Relyance AI, Ketch and TerraTrue rounding out the field. This report details IANS' take on those vendors and provides key recommendations for organizations looking to make an investment in such tools this year.

Privacy Program Management Fit Guide



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This summary report provides high-level insights from our Zero Trust Network Access Market Guide.

The complete Zero Trust Network Access Market Guide is a comprehensive, full breakdown that offers a detailed market overview and is available to

IANS clients through the IANS Portal or to non-clients upon request by contacting us at info@iansresearch.com.

The Market Space Today

Like any comparatively new space, the privacy program management market today is marked by change, evolving capabilities and new vendors entering the market on an ongoing basis. Some vendors like OneTrust and TrustArc offer comprehensive privacy program management software capabilities, while other well-established brands like BigID started with data discovery and have evolved their platforms to other areas like individual rights. In fact, many vendors started as niche players and expanded, such as DataGrail, which started with individual rights; TerraTrue, which started in the privacy impact assessment space; Exterro with data retention; and Ketch on consent management and individual rights.

Most privacy program management tools cover the basics, such as cookie consent, individual rights, data mapping and privacy impact assessments. However, some niche players cover just one of those, and others are modular, so you can buy one capability (e.g., cookie consent) or all of them. In fact, there are more than 100 cookie consent platforms today, and with the increased attention of capital in these markets, more startups will emerge.

This report examines the leaders in some of the most commonly used privacy program management tool categories today. The next generation will likely incorporate artificial intelligence (e.g., Relyance AI) and privacy at the code level (e.g., Privado). While privacy at the code level can be handy for organizations with a heavy tech stack, this report focuses on the most commonly used types of privacy program management tools and does not include vendors like Privado.

Privacy program management is an evolving space that will change quickly. Companies should review vendors and dig deep into their privacy notices, documentation, terms of use, etc., to understand the capabilities, because they will all appear “shiny on the outside.” It’s also important to speak directly with two or three reference customers during the evaluation.

A successful implementation will require first determining how the software can actually work in your environment. You must determine which part of your privacy program requires privacy tools and then decide whether the process will be mostly manual or more automated. For example, automation may be important for companies with high volumes of individual rights requests and easy-to-connect systems. If a company’s tech stack allows APIs to be used to connect the system to the privacy management tool, this will reduce the friction to getting the system set up. Some tools have out-of-the-box connectors, while others require complex customization.

Once systems are set up, it’s also important to identify the people who will maintain them, including those who will review identified privacy risks, honor individual rights requests, connect new software and keep up with new privacy obligations. Companies should understand the vendor’s customer support structure and how often updates are made, and they must identify internally who will own and manage these tools.



Main Features To Look For

As you assess the various tools, it will be important to understand that requirements for cookie consent software differ from those for data inventory software or for software designed to handle individual rights requests. You should first identify the features and benefits important for each type of software relevant for your organization.

Below are common measures companies should consider before deploying a privacy program management solution. Many of the tools work for small and large organizations and are industry-agnostic. Most solutions also do not store the data locally and are cloud-based. If an on-premises solution is important for your organization, some of these tools may be able to accommodate that and IANS recommends reaching out to the vendor of interest to determine its feasibility in doing so. All privacy management technologies should go through the same vendor assessment process that any other vendor would go through to ensure it meets your organization's security and privacy requirements.

Shortlist Criteria

Ease of use

How easy is it for a user to navigate the software?
Ensure the range of users will be accommodated.
For example, some users will be administrative, while others will simply need to answer assessments.

Ease of integration

Some tools do not require integration with existing systems, while others require an API or other connections to use their automation features. It's also important to drill down into what is required to make the API connections successful. Consider how large a lift integration and maintenance will be for your IT or development teams.

Pricing

Some products are licensed based on the number of users or cookie domains, while others are priced by the volume of data used or by connector. Some products like Osano and Ketch offer free licensing for small teams. While considering pricing, it is important to factor in how your team or your business may grow (i.e., the number of domains) in the near future because that could tip you over a pricing tier threshold.

Reporting

Understand what type of reporting is available. Is the ability to export reports important and, if so, how easy is it to do that? Does the information exported in reports from a product include what matters most to you? Are the reports easy to understand? If using internationally, are the needed languages supported?

Quality of support

Some companies offer basic email support with limited turnaround time, while others may offer premium support at an additional cost.

Top Solutions Compared

The following table compares the top privacy program management tool vendors in terms of their technology, sales process, time to value, total cost of ownership, ease of operations/maintenance and support services.

Vendor	Technology	Sales Process	Time to Value	Total Cost of Ownership	Operations/Maintenance	Support Services
OneTrust	Good	Good	Good	Average	Needs Attention	Needs Attention
TrustArc	Average	Needs Attention	Good	Average	Needs Attention	Needs Attention
BigID	Good	Average	Good	Needs Attention	Needs Attention	Average
DataGrail	Average	Good	Good	Needs Attention	Average	Good
Securiti	Good	Average	Good	Average	Average	Needs Attention
Osano	Good	Average	Good	Average	Average	Good
Exterro	Average	Good	Good	Average	Average	Good
Relyance AI	Good	Average	Good	Needs Attention	Average	Good
Ketch	Good	Good	Good	Average	Average	Good
TerraTrue	Good	Average	Good	Needs Attention	Average	Average



Source: IANS, 2023

Technology Comparison

When it comes to privacy, no one vendor excels or even offers everything a program may need. The following tables compare the top vendors' offerings for cookie consent, data mapping/discovery, individual rights automation and assessment automation according to:

Ease of use

How easy is it to navigate setup from start to finish or make new changes?

Customizability

What options are available and to what extent can the features be customized?

Product aesthetic

How good does the product look visually?

Technical features

What is the quality and extent of features offered by the product?

Insights and reporting

Does it offer depth and clarity of the data points included in its reports and dashboards?

Use Cases To Consider

Most buyers of privacy program management tools are looking to:

Automate operations work

Privacy program management software helps streamline manual work by automating certain capabilities, such as data discovery, sending assessments, creating workflows and performing risk identification.

Increase team efficiency

Teams need tools to document the growing number of requirements in privacy programs. Using privacy program management software can help by reducing multiple copies and the time spent finding information or replicating policies or documents for distribution.

Provide needed visibility

Privacy program management software tools can flag: a site's newly added cookies, new data elements, total number of data elements or assets used in processing activities, where data is being shared by vendors and across countries, number of risks in the privacy program, and so on. They can also monitor much more, depending on the needs of the privacy program.

Capture privacy program metrics

Privacy program management software can help identify the total number of individual rights requests received and processed, total number of privacy impact assessments performed, total risks identified and mitigated, total number of cookies on a site, and many more data points that can help support a privacy program.

Streamline privacy compliance

Some teams may want to have one central place for all privacy work, while others may want to just streamline a portion of the privacy program using software. Either way, privacy software can help companies achieve this goal.

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Jodi Daniels is founder and CEO of Red Clover Advisors, a privacy consultancy that brings data privacy strategy and compliance together with a flexible and scalable approach that simplifies data privacy complexity, refines, updates or builds privacy structure, and makes both the business and the legal issues accessible and actionable for all. [Learn more.](#)

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