

Cookie Consent & the Verification Gap

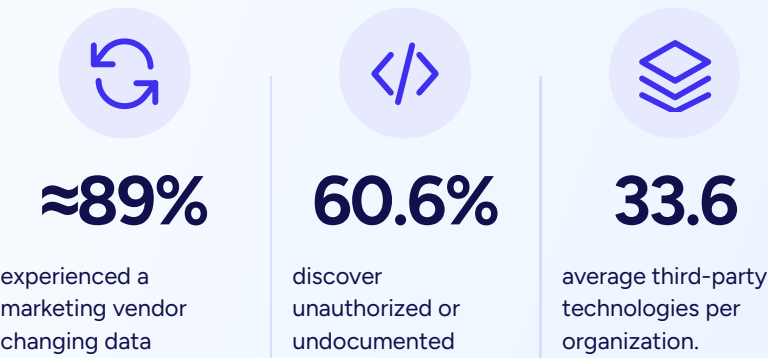
Confidence runs ahead of control.



 **800** Privacy, security & compliance leaders surveyed
Independent research conducted by Censuswide

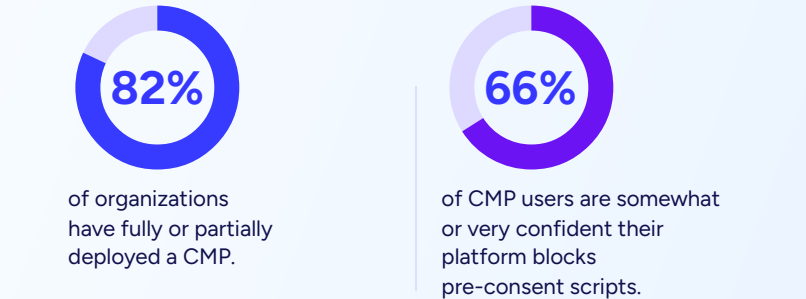
 **+92** Real-world websites audited by Feroot

1 THE DIGITAL ENVIRONMENT NEVER STANDS STILL

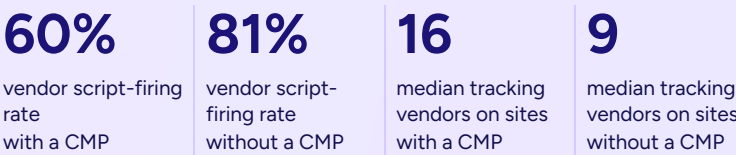


Third-party technologies multiply. Vendor behavior changes. Visibility struggles to keep pace.

2 CMP ADOPTION AND CONFIDENCE ARE WIDESPREAD



BUT WHAT DID THE WEBSITE AUDITS SHOW?



CMPs show value. But deployment and confidence don't prove that every consent choice is honored.

3 CONFIDENCE IS HIGH. VERIFICATION IS LESS CERTAIN.



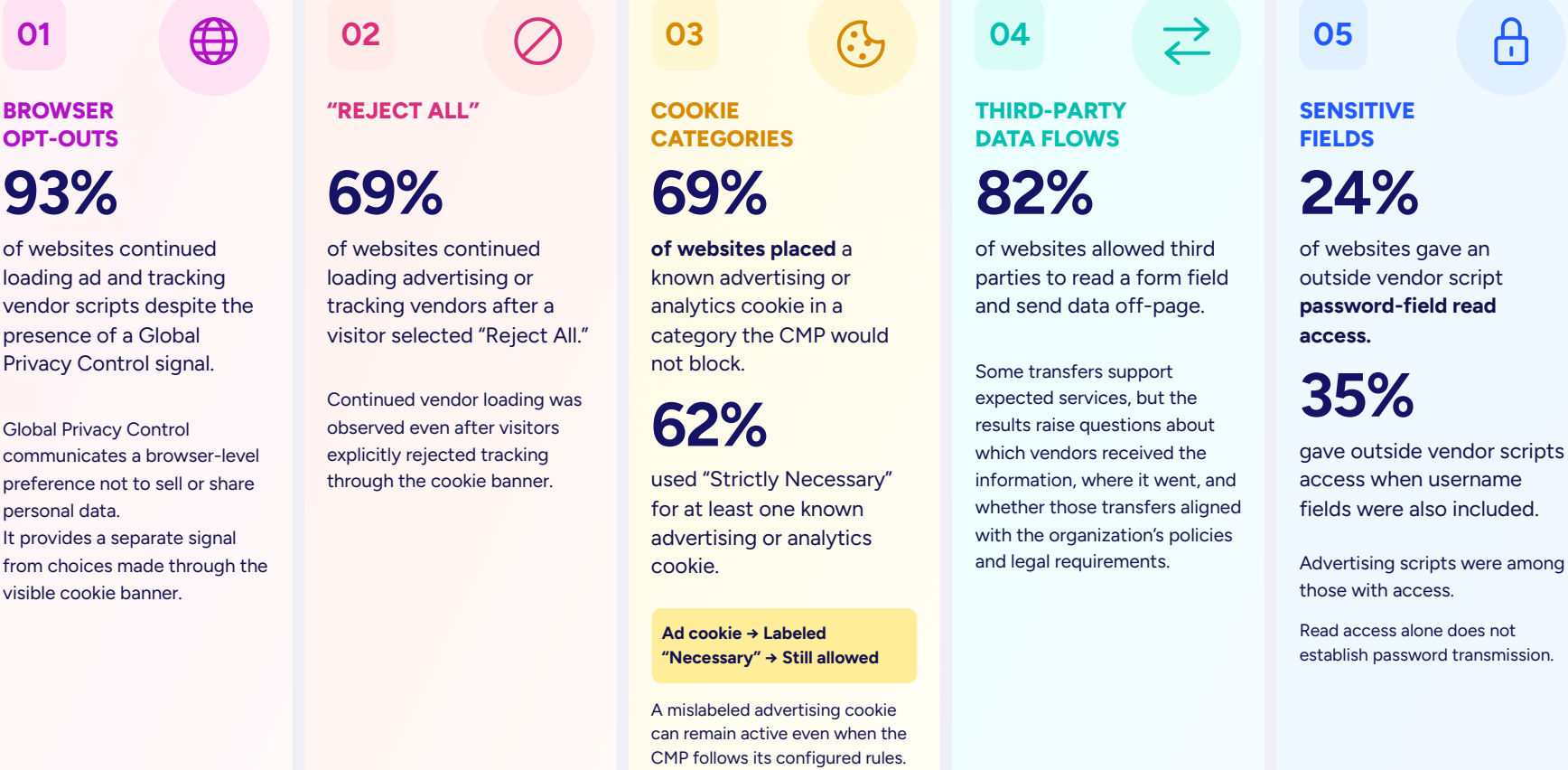
Confidence doesn't always come with technical verification.

DID THEY KNOW WHETHER SCRIPTS FIRED BEFORE CONSENT?



4 REAL-WORLD AUDITS REVEALED FIVE GAPS

14% of surveyed organizations with CMPs deployed were able to confirm that pre-consent firing had never occurred.



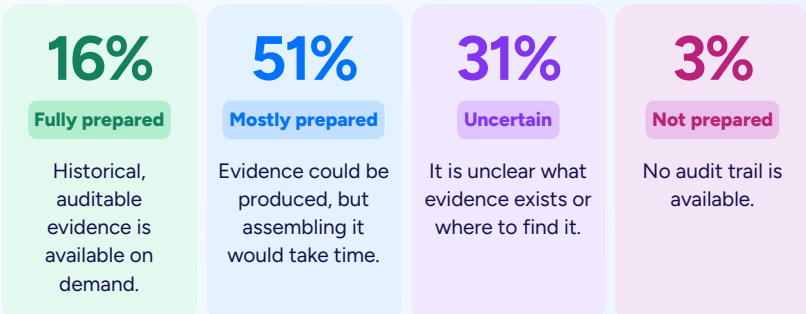
5 REGULATORY OR LEGAL NOTICES WERE THE MOST REPORTED DISCOVERY PATH



Regulatory or legal notification was the most commonly reported way organizations discovered unauthorized scripts.

6 HOW READY ARE TEAMS TO PRODUCE CONSENT EVIDENCE?

If a consent-related legal action were filed today, how ready would your organization be to produce evidence?



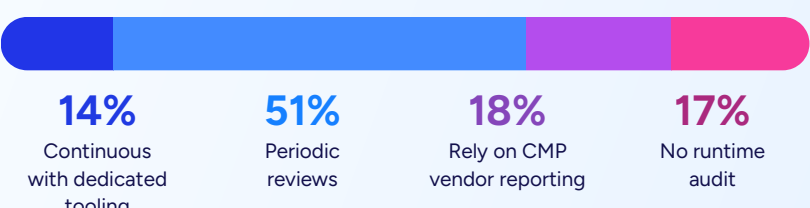
THE TAKEAWAY

For most respondents, producing consent evidence would require time—or they were uncertain about what evidence was available.

7 PERIODIC REVIEW IS CARRYING A CONTINUOUS RESPONSIBILITY

86% did not report continuous auditing with dedicated tooling.

How teams audit CMP performance



Websites and vendors change continuously. For most teams, verification does not.

8 THE VERIFICATION GAP

Consent controls are widely adopted. Confidence is high. But neither guarantees that consent choices are being honored in practice.



Digital environments change continuously, while verification is often periodic.

Closing that gap requires moving beyond having consent controls in place to **continuously verifying how they actually perform**.

PUT YOUR WEBSITE TO THE TEST

Are your visitors' consent choices actually being honored?

See what's happening across your website with Feroot's free Privacy Consent Assessment.

Get your free assessment →

For public-facing websites. No installation or code changes required.

