



# The 10-Second Consent Audit

In lead generation and performance marketing, most companies assume their consent process is solid—until they actually need to prove it.

A quick way to test your process is to run a 10-second consent audit.

## ASK YOURSELF THESE THREE QUESTIONS:

### QUESTION 1

#### Can you pull proof of consent in under 30 seconds?

When a complaint or dispute arises, regulators and carriers won't wait days while you track down documentation. Being able to quickly access proof of consent can make all the difference.

### QUESTION 2

#### Do you have a visual record of the disclosure the consumer saw?

It's not just about having a timestamp. You should be able to show exactly what the consumer saw at the moment they agreed—including the disclosure language and form layout.

### QUESTION 3

#### Do you own the consent record—or does a vendor?

Many companies rely on lead vendors or third-party platforms to store consent proof. But if the burden of proof falls on you, having direct access and ownership of those records is critical.

If any of these questions are difficult to answer confidently, it may be time to take a closer look at your current process.

### EXPRESSCONSENT

At ExpressConsent, we help companies capture Certified Digital Records (CDRs) that provide clear, verifiable proof of prior express written consent—while giving you full ownership of your data.