



# Why Using a Third-Party Consent Evidence Platform Is the Smarter Decision

## NEUTRAL, COMPLETE RECORDS BEAT INTERNAL SCREENSHOTS.

In today's compliance environment, proving prior express written consent is no longer optional—it's essential. Many companies still rely on internal screenshots, partial records, or in some cases, nothing at all. That can create serious risk when consent is challenged.

### CORE IDEA

If a complaint, dispute, or regulatory inquiry arises, **“we believe they consented” isn't defensible.** Evidence is.

## THE RISK OF HAVING NOTHING AT ALL

Some organizations assume their lead vendors, form builders, or CRM systems are keeping enough data to prove consent. Often, they're not. Without certified evidence, you may face:

- Inability to prove what the consumer actually saw
- Missing or incomplete disclosure language
- No visual record of the form at time of submission
- Increased legal exposure and settlement risk
- Higher compliance and audit vulnerability

## WHY INTERNAL SCREENSHOTS ARE NOT ENOUGH

Taking your own screenshots or storing limited form data is better than nothing, but it has meaningful weaknesses:

- **Lack of neutrality.** Self-generated records can be viewed as biased or incomplete.
- **Inconsistent capture.** Manual processes often miss dynamic disclosures, exact browser state, and supporting metadata.
- **Limited defensibility.** Internal screenshots rarely meet the standard of a certified, verifiable record.
- **Operational burden.** Storing, indexing, and retrieving evidence internally becomes costly over time.



# The advantage of a third-party consent platform

Using an independent platform like ExpressConsent provides a higher level of protection, reliability, and credibility than self-generated records.

## KEY ADVANTAGES

### NEUTRAL, INDEPENDENT EVIDENCE

Third-party records carry more weight because they're captured and preserved by an independent system.

### CERTIFIED DIGITAL RECORDS

Capture the exact page and disclosures shown, a visual snapshot at submission, verified timestamps, and supporting metadata.

### STRONGER COMPLIANCE POSTURE

Demonstrate proactive risk management, strong controls, audit readiness, and reduced litigation exposure.

### FASTER RESPONSE WHEN PROOF IS NEEDED

Retrieve and share a certified record quickly instead of reconstructing incomplete data under pressure.

## WHAT EXPRESSCONSENT CAPTURES

- **The exact page and disclosures** shown at the moment of submission
- **A visual snapshot** of the user's browser state
- **Verified timestamps** and traceable record integrity
- **Supporting metadata** for authenticity and defensibility

## THE BOTTOM LINE

- **No evidence** → high risk
- **Internal screenshots** → partial protection
- **Independent third-party records** → strongest defense

In a world where compliance expectations continue to rise, relying on incomplete or self-generated records is no longer enough. A trusted third-party consent platform ensures you have clear, defensible proof when it matters most.

## NOTES

- This document is informational only and does not constitute legal advice.
- Compliance expectations can vary by jurisdiction, industry, and factual record; consult qualified counsel for guidance.