

ONE SUBJECT, EVERY CHANNEL: CONSENT, PERMISSIONS AND SECURITY ARE PER TLD, DATA MOVES IN REAL TIME

every enterprise runs a CMP per country site, four clouds behind a JVM bus, and two audiences that need the same answer

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OneTrust's CDN and geolocation, Shopify storefronts and Webflow hosting all answer through Cloudflare — cf-ray on every response.

Each vendor owns its own zone. The brand's namespace is the one place on that shared network the brand controls, so the fix sits where the traffic already is.

A · TODAY: CONSENT LIVES IN EACH SITE'S BROWSER

