



Protecting customer data is no longer just a “best practice”—it is a legal and regulatory mandate worldwide. With evolving privacy frameworks such as the Digital Personal Data Protection (DPDP) Act 2023 (India), GDPR (Europe), and leading U.S. regulations including the California Consumer Privacy Act (CCPA/CPRA), HIPAA and other state privacy laws, organizations must ensure a robust, transparent, and auditable mechanism to capture, manage, and govern user consent across the entire data lifecycle.

Introducing the **NEWTON Consent Management System (CMS)**—a powerful AI-native platform within the NEWTON ecosystem designed to help enterprises automate privacy compliance, strengthen customer trust, and protect the organization from regulatory, legal, and reputational risks through comprehensive consent lifecycle management.

NEWTON Consent Management System

Global Consent Governance for the Privacy-First Digital Economy

Why NEWTON CMS?

As privacy regulations evolve, "implied consent" is a thing of the past. NEWTON CMS provides a centralized platform to capture, store, and manage the entire lifecycle of customer consent, ensuring your PII (Personally Identifiable Information) processing is always "Lawful, Fair, and Transparent."

Key Capabilities & Features

1. Granular & Explicit Consent Capture

- Purpose-Linked Consent: Capture consent for specific business purposes (e.g., Marketing, Account Servicing, Third-party sharing) as required by the Privacy Acts.
- Multi-Channel Integration: Seamlessly collect consent via web forms, mobile apps, SMS, and email.
- No Pre-Checked Boxes: Ensure compliance with "affirmative action" requirements through intelligent UI controls.

2. Immutable Digital Consent Ledger

- **Audit-Ready Logs:** Maintain a detailed, timestamped record of every consent granted, modified, or withdrawn.
- **Version Control:** Track exactly which version of your Privacy Policy or Consent Notice the user agreed to at any given time.
- **ISG Validated:** Specifically designed to meet ISG validation parameters for PII data protection.

3. Self-Service Preference Center

- **Customer Empowerment:** Provide a user-friendly dashboard where customers can view, modify, or withdraw their consent in real-time.
- **Easy Withdrawal:** Compliance made easy—withdrawing consent is as simple as giving it, satisfying the "Right to Withdraw" under modern privacy laws.

4. Integrated DSR & DPIA Management

- **Data Subject Requests (DSR):** Manage "Right to Access," "Correction," and "Erasure" through NEWTON's native Grievance & Ticket Management module.
- **Automated Workflows:** Set strict SLAs for responding to privacy requests (e.g., 72-hour notification for breaches or 30-day DSR fulfillment).
- **DPIA Tracking:** Log and track Data Protection Impact Assessments directly within the system to maintain a continuous compliance posture.

5. Security & Governance

- **Advanced Encryption:** Protect PII with AES-256 encryption at rest and TLS 1.2+ in transit.
- **Dynamic Data Masking:** Ensure sensitive fields (Aadhaar, PAN, Account No.) are only visible to authorized personnel via Role-Based Access Control (RBAC).
- **Maker-Checker Controls:** Enforce dual-authorization for sensitive actions like bulk data exports or consent overrides.

The NEWTON Advantage

- **Low Development, High Compliance:** Leverage your existing NEWTON CRM infrastructure to meet ISG and DPDP requirements with minimal custom coding.

- Scalable Architecture: Designed for high-volume enterprises, from BFSI to Retail and Manufacturing.
- Single Source of Truth: No more fragmented spreadsheets—unify your sales data and privacy compliance in one platform.

Ready to Secure Your Customer Data?

Don't let compliance be a hurdle to your growth. Join the "NEWTON family" and empower your enterprise potential with a system that puts privacy first.

Contact us for a personalized demo today!

 Email: newton@nippondata.com

 Website: www.nippondata.com | newtonsuite.com

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