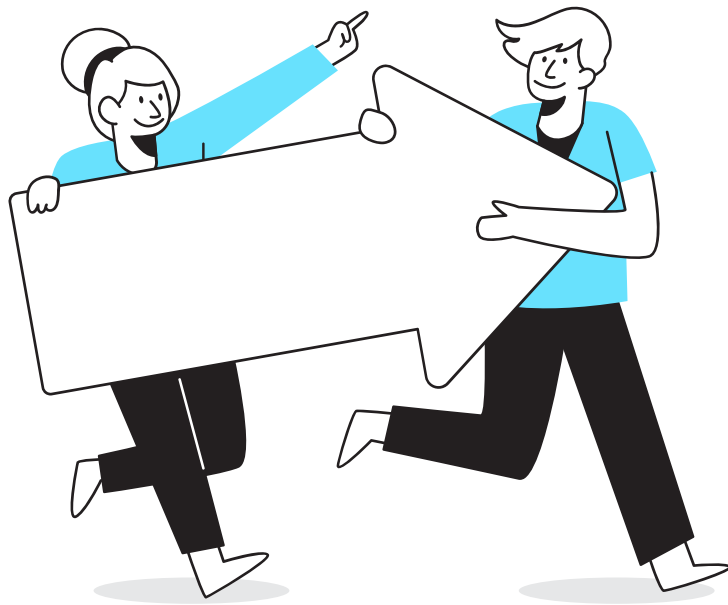




Introduction to Cookie Information's Partner Program





Who is it for?

Cookie Information's Partner Program is made for web and marketing agencies, that:

- Set up websites, tracking or analytics
- Manage or set up third-party services for end clients
- Advise end clients on system and software requirements

If you do any of these things, you'll be able to create new revenue streams by reselling or referring end clients to the Cookie Information Consent Management Platform.

The value proposition

In Europe, any website that collects non-essential data through cookies or similar tracking technologies must employ a professional consent management solution.

This makes the Cookie Information CMP a valuable addition to your current offerings, especially when you're developing websites. With each website project, you can create new services around the CMP by including implementation, design, and consultancy.

We don't expect new partners to be widely knowledgeable about data protection, privacy, or our services. But if you are, that's great! And it'll most likely help you succeed with the Partner Program.

We make sure you are thoroughly onboarded, setting you up to become an expert in our services and experience success with our Partner Program.

Benefits for partners

- 20% discount on a Google Certified CMP for your own website
- 20% recurring commission on referrals
- Easily add more value-added services to your existing offering
- Co-selling opportunities for large end clients
- Quick-response support
- Dedicated Partner Manager
- Become a part of our partner network

How does the Partner Program work?



We offer 2 partnership models. You are free to decide if you want to work with one or both models.



Reseller Partner

- You buy product licenses directly from Cookie Information at a discount and resell them to end clients
- In the reseller model, the partner is invoiced
- We recommend the reseller model for partners who already manage third-party services for their end clients



Referral Partner

- You refer end clients to our platform, who buy subscriptions directly from Cookie Information
- You earn a commission on services purchased by the referred end client
- In the referral model, the end client is invoiced
- We recommend the referral model for partners who advise and support end clients on software procurement and setup

Commissions and partner discounts



For our Reseller Partners

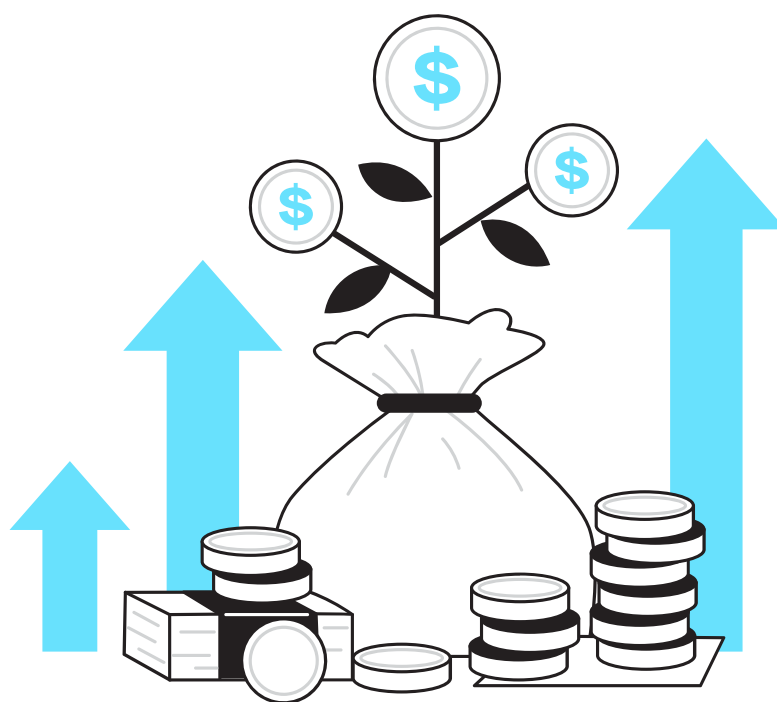
- You receive a 20% discount voucher* when signing up for our Partner Program
- Use your discount voucher to buy Cookie Information product licenses
- Resell product licenses to end clients

**The discount voucher is only valid for your account and cannot be shared with end clients*



For our Referral Partners

- You earn 20% commission of revenue generated from the referred end client
- The commission is calculated quarterly
- The lower limit for commission pay-out is €100
- We'll provide you with an overview of your referred end clients and their subscriptions with us. Your commission will be based on the information presented in the overview, and we'll guide you on how to invoice us for your earned commission



Onboarding end clients



As a **Reseller Partner**, you just need to add end clients' websites to your CMP account. After that, you're all set to implement the solution on the end clients' websites.



As a **Referral Partner**, you'll receive your own unique Referral Link. Share this link with the end clients, and it will guide them through the signup process. Once they're signed up, you can assist them in implementing the solution on their website.

How do I become a partner?



[You just sign up here](#)

When you've signed up, you'll automatically be enrolled in our partner communications flow and receive onboarding materials and information on how to continue with your preferred partnership model.

A friendly suggestion

We encourage all partners to implement Cookie Information's Consent Management Platform on their own website. Doing so makes you more familiar with the product, thus making it easier for you to sell to end clients.

You can buy a CMP subscription at a 20% discount, by signing up as your own company [here](#).

Contact and support

If you have questions regarding the Partner Program, please reach out to sales@cookieinformation.com

For quick and efficient product support, you can always reach out to our support at support@cookieinformation.com or call +45 89 87 47 54

Business hours: 09:00 -16:00 (GMT+1).

