



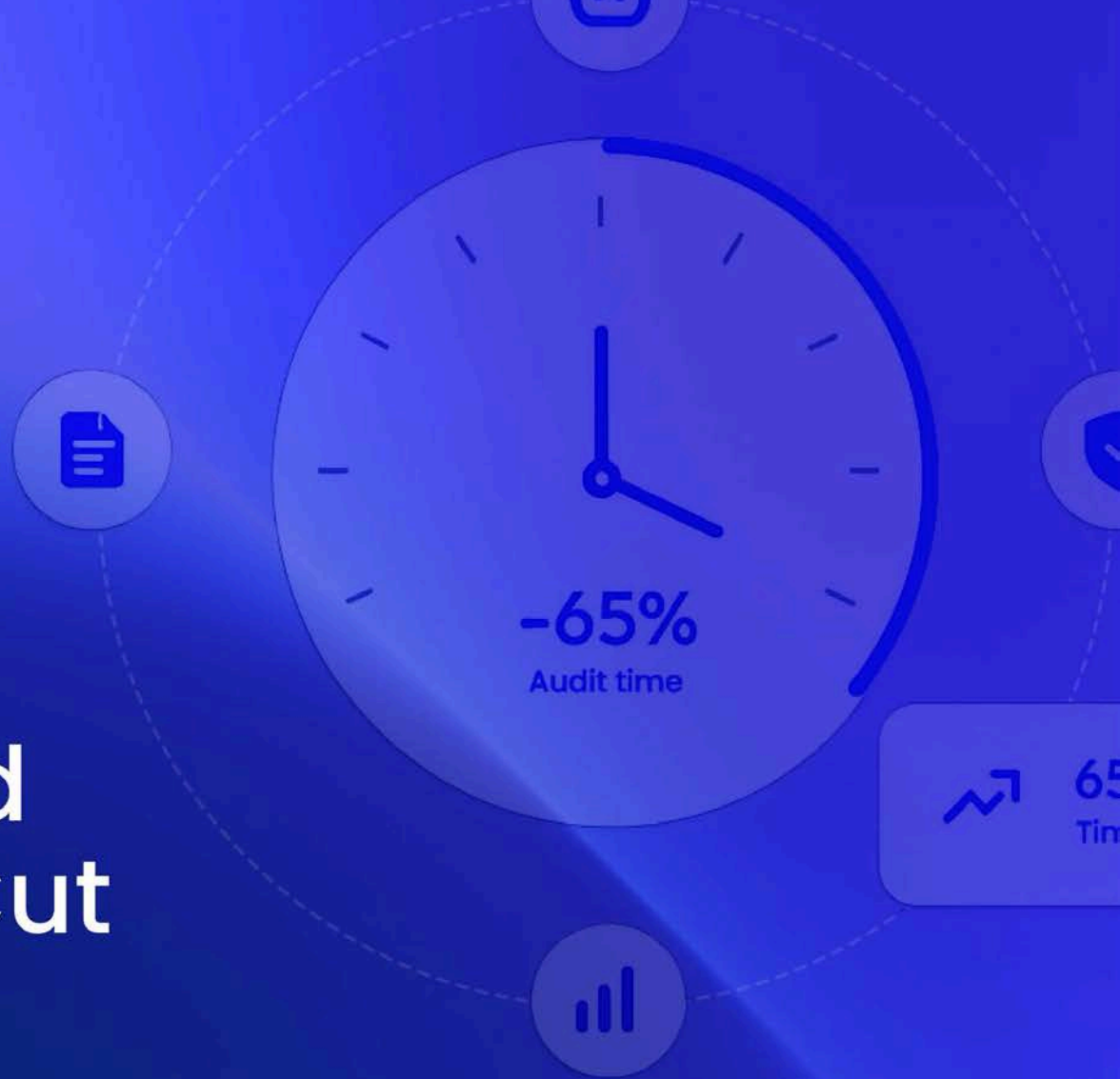
CASE STUDY



How HP Automated Compliance And Cut Audit Time By 65%

A practical case study in managing digital compliance at global scale

www.consentmanager.net





At a glance

65%

less audit
time

60%

compliance
improvement

30%

faster
deployment

1.2M

pages
monitored

100+

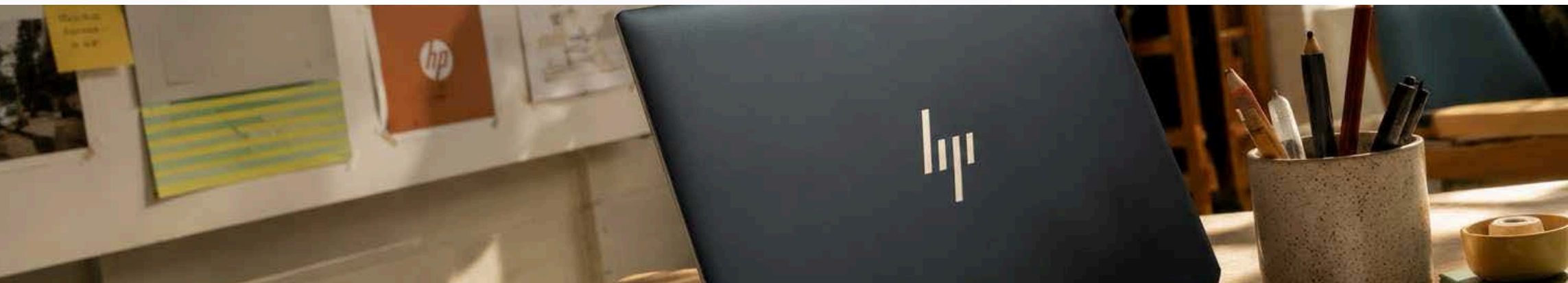
business
units aligned

In short

When HP discovered compliance gaps that its internal tools had overlooked, the company needed a faster, more reliable method to regain control.

With consentmanager's advanced crawling and monitoring technology, HP identified and removed non-compliant cookies and vendors across more than 1.2 million pages.

Within days, the company achieved real-time visibility and cut audit time by 65%, improving efficiency across Business Units and Global Function in multiple countries without disrupting operations.





About HP

Since 1939, Hewlett-Packard (HP) has been shaping how the world works, creates, and connects, from computers and printers to 3D printing and workplace technology. Headquartered in Palo Alto, California, HP manages a global digital portfolio of more than ~10 K domains and 100 applications across 170 countries. With 58,000 employees worldwide and an annual revenue of roughly USD 53 billion, HP remains one of the world’s leading technology innovators.

Industry	Information Technology
Country	Worldwide
Employees	58,000
Use case	Detecting non-compliant cookies, vendor tracking, and cross-border data sharing risks

consentmanager proved to be the only compliance solution that truly digs deep and delivers clear, actionable reports that each of our teams, under different Business Units and regions, can easily use. Compared to six months ago, we’ve significantly reduced compliance gaps by 60%, improving month by month.

Gabriela McGavock
Privacy Program Manager at HP



The challenge

Limited visibility led to compliance gaps

With operations and a web presence across 170 countries, HP struggled to identify where non-compliant cookies and vendor processing occurred on their web properties. Their existing tools couldn't fully map cookie behavior: **they couldn't see where cookies were being set, why they were non-compliant, or which vendors were responsible.** This lack of visibility made it difficult for HP's Privacy Team to maintain oversight, collaborate with domain owners for any remediation or provide to multiple teams with clear, region-specific guidance.

Multiple systems made compliance hard to control

Each HP Business Unit managed its own marketing tools and campaigns, which led to gaps that often surfaced only after manual reviews, for example, product videos loading without prior consent or cookies running unlawfully.

"With over 1.2 million pages to manage, it was nearly impossible to monitor all the trackers running across our websites. We needed complete visibility to understand what was active, where it was active, and if these trackers were indeed necessary for our operations."

Gabriela McGavock
Privacy Program Manager at HP

HP needed a scalable way to:

Detect non-essential cookies set without user consent.

Generate reports effortlessly across one or multiple domains.

Identify unnecessary cookies and oversee their removal.

Identify pages that should be retired.

Monitor vendor data processing across regions.

Track personal data leaking to "unsafe" countries outside the EU.



The solution

A unified approach to global compliance

To close compliance gaps and regain complete visibility, HP deployed consentmanager's **Compliance Monitor** across multiple websites.

Within 24 hours, continuous scanning was live, detecting cookies and vendors, assessing risk, and automatically flagging non-compliant activity.

Backed by a database of over three million categorized cookies and 2,500 vendor profiles, **HP's Privacy Team could finally see which cookies were active, who set them, and whether they required consent.**

The tool's visual vendor mapping gave teams a complete picture of how cookies were distributed across websites, even tracing activity from secondary and third-party scripts.

With this visibility, HP removed redundant trackers, fixed misclassifications, and eliminated high-risk cookies. This level of insight went beyond compliance. It revealed excess local storage data and outdated scripts that slowed page performance, helping HP boost both site speed and user experience.



Overview of risks

✅ IAB CMP is present on the website

Absence of a CMP can have significant impact on your ad revenues!

⚠️ Website contains 39 problematic cookies from 5 vendors when no consent is given.

Cookies can cause liability issues!

⚠️ 12 non-essential vendors and unknown vendors loaded without consent

When loading a vendor, this vendor already processes personal data (e.g. IP-address, Browser-Information, Surf behavior), even when the vendor does not set cookies. Loading non-essential vendors without consent can cause liability issues!

⚠️ 9 vendors that may transfer, store or process personal data outside of the EEA/EU are loaded without consent

Some vendors vendor may transfer, store or process personal data outside of the EEA/EU. Loading these vendors without consent can cause liability issues!

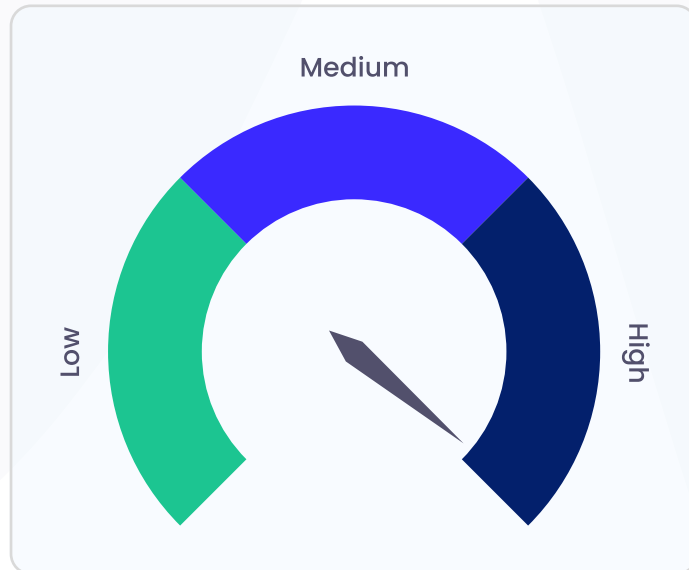
⚠️ 9 vendors that are loaded without consent are using datacenters that are owned by a non-EU company

Vendors may use servers that are located in the EU but the owner of the datacenter is a non-EU company. Loading these vendors without consent can cause liability issues!

✅ Only HTTPS is used for connections

If elements in your website use HTTP instead of HTTPS personal data can be leaked. Therefore, all content should be integrated using HTTPS only.

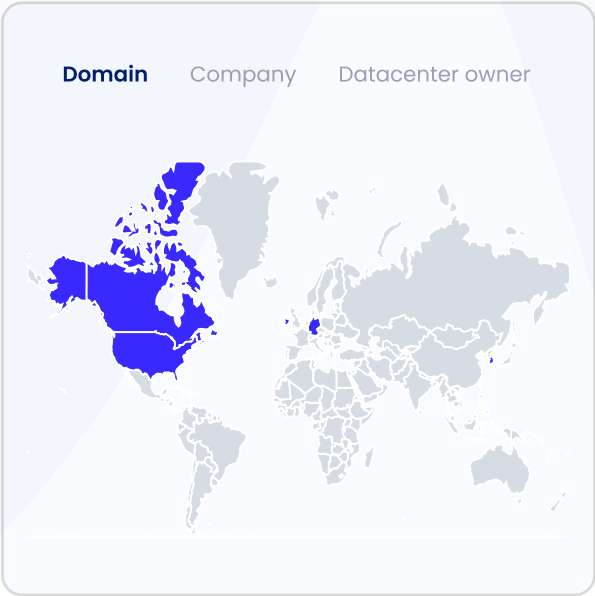
Example of a section of the overview report in the Compliance Monitor dashboard



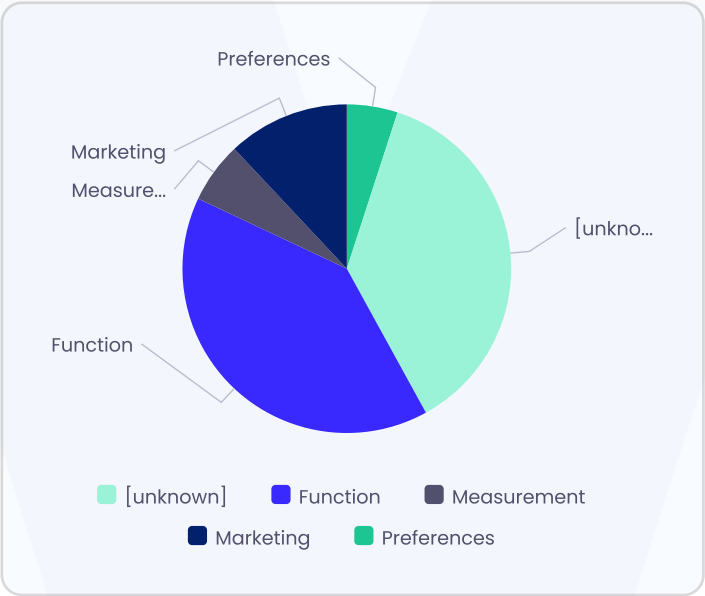
Overview of risks

Example of a section of the overview report in the Compliance Monitor dashboard

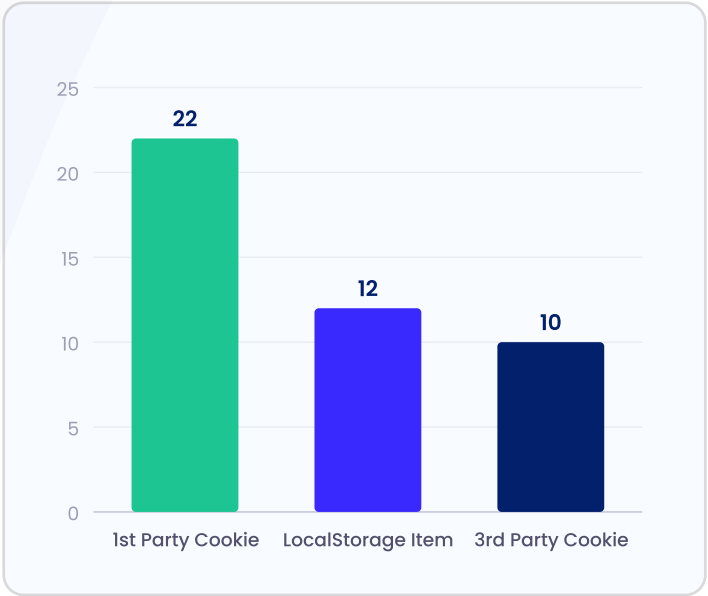
Countries



Cookies



Cookie types





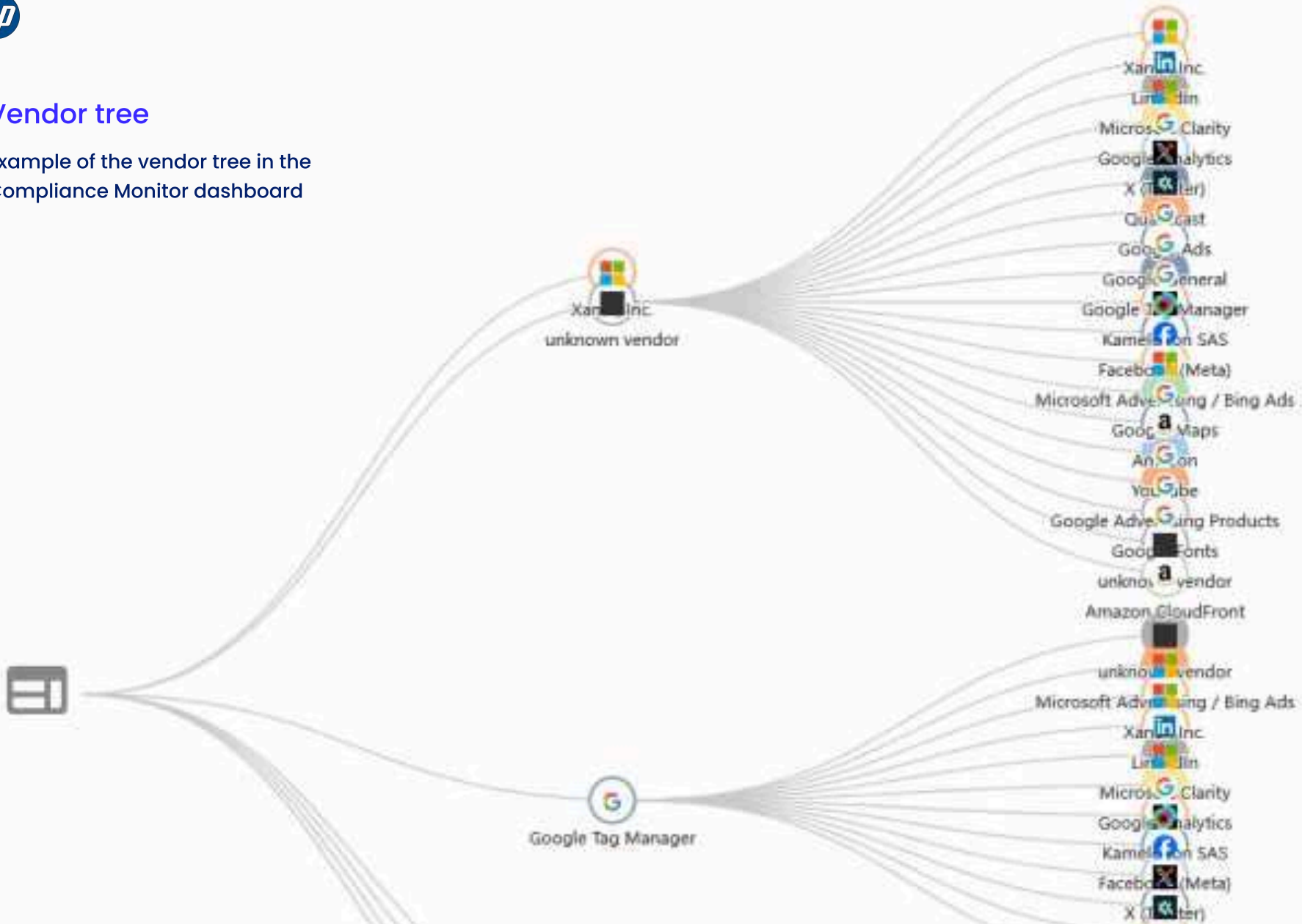
Issues

Issue	Severity
Google Ads sets non-essential cookies before consent is given (+2 more)	High
Google Ads sets non-essential cookies before consent is given What? This vendor sets non-essential cookies before consent/opt-in is given. How to fix? This vendor should be blocked and not loaded until consent/opt-in is given. If you consider these cookies essential for providing your service, you can indicate this to the crawler by changing the type of the cookie or the purpose/legal basis of the vendor so that the vendor can no longer be disabled in the consent layer. What to do? The CMP blocking code could not be identified in your website. If you are using our semiautomatic blocking code, you will need to adjust the code of the vendor that should be blocked. If you are using the automatic blocking code, the code will try to automatically block vendors/codes/cookies. In order to do this, please ensure that our automatic blocking code is inserted at the very beginning of the HTML code (head section). In some cases, the automatic blocking code will not be able to block a vendor before it is loaded. If that is the case, you will need to manually adjust the vendor code in your website. Learn more » Details The following non-essential cookies are set before consent/opt-in is given: gold Other issues - Google Ads is loaded without consent - Google Ads may transfer, store or process personal data outside of the EEA/EU but is loaded without consent	

Example of the issues report in the Compliance Monitor dashboard

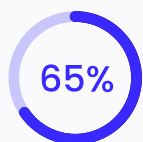
Vendor tree

Example of the vendor tree in the Compliance Monitor dashboard





Results



Real-time visibility
cut audit time by 65%

By replacing a complex, manual process with consentmanager's automated system, HP gained real-time visibility across all domains, cutting audit time by 65% and resolving issues within hours instead of weeks.

A streamlined, resilient framework now powers HP's global compliance operations, reducing regulatory risk and improving efficiency across more than 1.2 million pages.

In-app consent deployment is 30% faster

Building on its success with Compliance Monitor, HP adopted consentmanager's SDK as its main provider of in-app consent solution.



Book a call with our team ▶

to see how consentmanager can turn compliance into a competitive advantage.

Discover how our platform makes managing compliance at scale easy.

www.consentmanager.net

About consentmanager

consentmanager by iubenda is a leading provider of privacy and consent management solutions for websites, apps, and mobile and TV devices. Hosted on secure, EU-based servers, consentmanager has helped over 100,000 websites worldwide stay compliant with data privacy regulations, such as the GDPR, ePrivacy, and more.

