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Optimal protection of customer data: Santander Consumer Bank Austria relies on JENTIS for online business

Vienna, 09. June 2022. [Santander Consumer Bank](#), Austria's leading specialist for consumer loans and savings products, has optimized the technical setup of its online business in the wake of recent decisions by European data protection authorities. To meet the relevant data protection requirements for the use of international digital marketing tools and to ensure the best possible control over the user data collected on its online presence, a solution from the Viennese web tracking and data privacy compliance specialist [JENTIS](#) is now in use.

The JENTIS solution, scouted and implemented by the Viennese online marketing agency [traffic3](#), works with server-side tracking technology. It ensures that data collected in the browser of a website user is first forwarded to the website operator. Unlike conventional client-side tracking, where data flows automatically and directly to analytics tools, for example, the website operator has the option here to intervene and determine which of his first-party data is passed on for further use, as well as to decide for each individual data field how the data is passed on. In addition, the JENTIS solution enables the data to be encrypted, i.e. pseudonymized, while still within the EU and before being transferred to non-European marketing technology providers or to their cloud, so that no conclusion can be drawn about a user's digital identity. This allows Santander Consumer Bank to adequately address the GDPR requirements for data-collecting companies and, in particular, to ensure that it complies at all times with its obligations to adequately protect sensitive data when transferring it to companies from insecure third countries in a legally compliant manner.

"In the financial sector, trust is an indispensable prerequisite for a successful customer relationship. For us, this also includes the trust of

P R E S S R E L E A S E

our customers that their data will be handled in a legally compliant manner at all times and that it will be protected in the best possible way. With the JENTIS solution, we now have the opportunity to optimally combine data value creation and data protection," explains Olaf Peter Poenisch, CEO of Santander Consumer Bank Austria.

The compliance layer that JENTIS adds to the technical setup for digital marketing allows data protection-compliant use of non-European marketing technology as well, giving the bank maximum freedom in its choice of tooling. The server-side tracking approach, including the option for data encryption, not only delivers better data quality for an even higher-quality user experience, but also the necessary data autonomy to adequately meet the legal obligations arising from the DSGVO.

About Santander Consumer

Santander Consumer Bank GmbH is Austria's specialist for consumer loans with the goal of making mobility and everyday necessities affordable for people. The product portfolio includes cash loans, installments, cash cards, car loans, leasing and insurance. In the savings area, the product range includes overnight and fixed-term deposit accounts. Santander is a close partner of domestic retailers in Austria. With more than 2,800 cooperations from the retail and automotive trade, the company is the leading manufacturer-independent financier of cars, motorcycles and consumer goods. As of the end of December 2021, Santander employs over 470 people, operates 29 branches and a customer service center in Austria. Santander manages over 300,000 customer contracts. Headquartered in Vienna, the company operates under an Austrian banking license and is subject to statutory deposit insurance.

Santander Consumer Bank in Austria is part of Banco Santander (SAN SM, STD US, BNC LN), a leading retail and commercial banking group founded in 1857 and headquartered in Spain. With presences in ten core markets in Europe and the Americas, Banco Santander is one of the largest banks in the world by market capitalization. As of December 2021, the group operates approximately 10,000 branches, employs 197,000 people and serves 153 million customers.

About JENTIS

JENTIS is the European tech pioneer in server-side tracking and data compliance specialist for digital business.



P R E S S R E L E A S E

The Austrian startup, headquartered in Vienna, has developed an innovative web technology that ensures website operators (publishers and e-commerce companies) more data quality and data sovereignty while remaining fully data protection compliant. The SaaS solution delivers 30 to 50% higher data quality to common web analytics tools and advertising systems and, as a compliance tool, enables DSGVO-compliant use of even non-European martech and adtech solutions in data-driven business.

JENTIS customers include Albertina, Egger Group, Giesswein, Greenpeace, Heise Verlag, Humanic, Pixum, Tirol Werbung and XXXL Lutz.

PRESS SERVICE

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PRESS CONTACT

< elias communications >
Nadja Elias
Schulstraße 31
D – 80634 München
Tel.: +49 (0)89 15890306
E-Mail: dresse@ientis.com