



Heineken balances compliance and customer experience with **CHEQ**



The challenge

Heineken was committed to safeguarding customers' personal information but was concerned that a requirement to opt-in on every web visit would discourage use of the platform and damage the customer experience.

Heineken needed a solution that could balance compliance with customer experience by allowing Heineken to retain consent across devices, domains, and platforms.

The solution

With **CHEQ Enforce** for privacy and compliance enforcement, Heineken was able to unify consent across the customer journey, through various domains, devices, and platforms. This one consent, applied-anywhere capability empowered Heineken to stay in compliance with evolving privacy regulations while protecting the customer experience they have worked so hard to create.

Beyond simply using it for global consent, Heineken "was impressed with the monitoring capabilities of CHEQ," which let them observe detailed opt-out rates and build insights to improve both user experience and opt-in rates. For Heineken, these capabilities helped further evaluate customer journeys and optimize cookie consent rates.

Product used:



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“Protecting our customers' personal information is an important part of our job. We are continually using CHEQ to keep the website safe for our customers.”



Giacomo Gussoni

IT Commerce & Digital Specialist

About Heineken

With more than 85,000 employees, 167 breweries around the world, and enjoyed by consumers in more than 190 countries, Heineken is the number one brewer in Europe, and number two in the world.