

Renault Group gives its visitors control over the data they share through cookies, in respect of the European « cookie law »

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*“Cookie Consent allows us to preserve our brand identities and to offer a smooth navigation experience, while establishing a relation of transparency and trust with our visitors.”*

*Laurent Aliphat  
Head of Digital Performance and Lead  
Management  
Renault Group*

## GROUPE RENAULT

Since 2011, companies collecting data on their websites and web applications must comply with transparency rules enacted in the European "cookie law". Not only do they have to inform users that they are collecting data, but they should also help them understand why and how they do it, enabling them to better manage the data they share with various players on the internet.

### CHALLENGE

Being transparent about the use of cookies while preserving the navigation and brand experience

Renault Group owns many brands and websites and wanted to ensure they complied with the EU law while establishing a relation of trust with users. Their objective was threefold:

1. Collect cookie-based data while respecting each local regulation across Europe
2. Inform users about cookies being used on their websites, and enable them to activate or deactivate different types of cookies
3. Find a solution that would be easily deployable across 60+ websites for its Renault and Dacia brands, including mobile versions

### SOLUTION

A customizable cookie management plug-in

fifty-five's Cookie Consent plug-in was chosen on the basis of its elegant, non-intrusive and entirely

customizable layout and settings, as well as the simplicity of use of its cookie settings for end-users. fifty-five also provided communication assets to be shared across Renault Group, including an informative video and an implementation guide.

### RESULTS

- Seamless integration with websites' graphic identity
- Smooth navigation experience, and simplicity of use for end-users
- Fast deployment across the group's websites
- Respectful of local cookie regulations across Europe

**150+**

websites equipped with the solution (on desktop & mobile)

**30**

European countries covered