✓ CONSENT MATTERS

The four-question consent check

Run it before you use customer data in a new way, and before an AI agent acts for a customer. If any answer is no, stop and ask the customer first. Based on the Consent Matters boxes in *Growth Hacking 3.0* and India's DPDP Act, 2023.

TICK ALL FOUR BEFORE YOU GO AHEAD

- [ ] **1. Free**
  Could the customer say no and still be served normally? Consent that is a condition of service, or hidden in the terms, is not freely given.

- [ ] **2. Specific**
  Did they agree to *this* use, not just to "marketing"? Agreeing to product suggestions is not agreeing to sharing with a partner.

- [ ] **3. Informed**
  Were they told, in plain words, what is collected, why, and for how long? In a language they read, not only in a privacy policy.

- [ ] **4. Easy to withdraw**
  Can they stop it as easily as they started it? One tap to opt in means one tap to opt out, and the stop is honoured quickly.

> **The rule behind the check:** consent covers what was asked for, nothing more. A new use needs a new yes.

THREE CASES FROM THE BOOK

Offers to soap customers *(Chapter 3)*
Using skin-type answers for better offers: **passes**. Sharing the answers with a partner brand: **fails Specific**.

The screen that knew Priya *(Chapter 4)*
She opted in at the mall app: **passes**. She never opted in, but the camera recognised her: **fails all four**.

The agent that reorders groceries *(Chapter 11)*
She set up the reorder and can cancel in one tap: **passes**. The agent adds new items and pays without asking: **fails Specific**.

WARNING SIGNS

- Boxes that are ticked before the customer touches them
- One tick that covers several purposes
- "We may share your data with partners" with no names
- Unsubscribing takes more steps than signing up
- An AI agent that pays, books or shares data without a fresh yes
- Data kept "just in case", with no end date
- Personalization a customer would find creepy if you explained it

KEEP A RECORD

- When and how each customer agreed
- Exactly what they agreed to
- When they withdrew, and when you stopped