

## Optimizely Opal-powered AI Driven Form Auditing Workflow

### Problem Statements

#### **Compliance risk is rising as privacy enforcement tightens**

Regulatory scrutiny around privacy and SPAM compliance is increasing across Australia and New Zealand. Many organizations are now reviewing how they capture customer data, often discovering gaps between current practices and regulatory expectations. While Europe has operated under GDPR for years, the shift is now reaching our region, and businesses are moving quickly to reduce exposure before regulators begin closer enforcement.

#### **Many organizations lack visibility across their own data capture channels**

Customer data is typically collected across dozens, sometimes hundreds, of digital forms. These forms sit across marketing sites, campaign pages, microsites, and partner platforms. Over time, teams launch new pages quickly and compliance checks become inconsistent. The result is fragmented visibility and a growing risk that some forms do not meet privacy or SPAM requirements.

### Justification for the solution

#### **The agent identifies risk before regulators do**

Our agent scans one or more domains and automatically identifies every form capturing customer data. It then evaluates each form against Australian and New Zealand SPAM and privacy requirements, assessing whether disclosures, consent mechanisms, and data handling signals meet current standards.

The result is a clear view of compliance risk across the digital estate, delivered in a structured report that shows which forms are compliant, which require attention, and how to fix them.

#### **Ongoing monitoring removes the compliance guesswork**

Compliance is not a one-off activity. New forms are added regularly through marketing campaigns, product launches, and experimentation. The agent continuously monitors the domain and flags new forms or changes that may introduce risk.

This allows digital and marketing leaders to move quickly without constantly worrying whether a campaign landing page might attract the attention of the privacy commissioner.

### **What the agent delivers**

- Crawls websites and identifies forms that capture customer data
- Assesses each form against Australian and New Zealand privacy and SPAM standards
- Produces a clear compliance report with actionable remediation guidance
- Continuously monitors domains to detect new risks as they appear

Put simply, the agent checks the fine print, so your team does not have to lose sleep over it.