

BRF-2025-027-FA-002 • 2025-10-21 • Obraval Group Inc.
Fallout — Lead Magnet (1-Pager): Consent Lineage <95%

Title (Axis): Lead Magnet — **Consent Proof (Lineage)**

What happened

A "1-pager" capture form produced a spike in new records. Random check could not locate **timestamp/scope/source** for a portion of the list.

Why it matters

Sending without verified consent exposes the company to regulatory and reputational risk. The default in the absence of lineage evidence is **Red**.

Executive Box Score (lights)

- **Consent Proof (Lineage): Red** — verified events <95% or evidence missing (policy default).
- **Tracking Coverage:** Amber — some sessions lack UTMs.
- **Attribution Match:** Green — not implicated in this event.
- **Lag:** Amber — anomaly spotted informally; docket opened now.
- **Residual:** N/A pre-fix.

Your Numbers, Your Motion (formulas + policy defaults)

- Consent = Verified Consent Events / Total × 100 → **Red** if <95% or lineage missing.
- **Motion:** Block send for this list; run **25-record spot-check**; restore sending only when ≥95% verified consent is demonstrated.

Decision Rule Outcome

Any Red → Signal Brief. Single-surface Consent Red → **Brief (Lite)** unless legal exposure broadens.

5-Minute Self-Check

- Do we have **evidence** for timestamp, scope (what they agreed to), and source?
- Is there a **consent log** accessible per record?
- Are sends **blocked** when evidence is missing?

Evidence Ask / Disconfirmers / Provenance

- Export: last 30 days of lead magnet submissions with consent **event IDs**.
- Consent platform logs/screens with timestamp/scope/source.
- Disconfirmers: spot-check shows **≥95%** verified lineage across 25 records.

Minutes-Ready Board Motion (excerpt)

Authorize a governed containment to achieve **Consent ≥95%** before any further messaging to this cohort. Require spot-checks daily; block sends on fail; route exceptions under SLA.

Footer: BRF-2025-027-FA-002 • 2025-10-21 • SLA: Docket ≤1bd; Delivery ≤3bd; Breach → fee -10%.

[Confidential Boardroom Intake — Signal Brief](#) (work-domain required)

