

# UNVARNISHED REVIEWS

## OneTrust vs. TrustArc: The \$10,000 Floor That Priced Out the Mid-Market

### Market Position: Big Picture

OneTrust and TrustArc are the two most-compared enterprise privacy management platforms, covering consent management, data subject access request (DSAR) automation, data mapping, and regulatory compliance across GDPR, CCPA, and the broader global privacy landscape. Both are credible, well-established platforms: OneTrust has built the broader trust intelligence suite, extending into GRC, ethics, and ESG, while TrustArc has stayed focused on privacy specifically, with deeper regulatory research and the only path to TRUSTe certification.

The development that should change how every current and prospective buyer reads this comparison: OneTrust introduced a \$10,000 annual contract minimum effective Q2 2026, a real, structural floor that excludes smaller organizations the platform used to serve. This lands while OneTrust is reportedly in active discussions with private equity firms about a sale that could value the company above \$10 billion, more than double its last officially disclosed valuation. Neither fact alone is unusual in enterprise software; together, they're the most important context for anyone budgeting a multi-year privacy platform commitment right now.

### Platform Ratings at a Glance

| Platform                    | G2 Rating | Reviews (G2) | Note                                          |
|-----------------------------|-----------|--------------|-----------------------------------------------|
| OneTrust Privacy Automation | 4.3 / 5   | ~152         | Enterprise-skewed reviewer base (48.6%)       |
| TrustArc                    | 4.2 / 5   | ~312         | Larger review base; enterprise-skewed (47.4%) |

The two platforms rate within 0.1 points of each other, a near-tie. The review platform's own reviewer-generated summary is specific on one differentiator: users describe TrustArc as more intuitive to navigate, while OneTrust's advantage shows up in breadth, pre-built templates, and automation depth rather than day-to-day usability.

### OneTrust: Broader Platform, New Pricing Floor, Real Ownership Uncertainty Ahead

OneTrust publishes no pricing; every quote requires a sales conversation, with cost depending on modules selected, admin user count, website traffic volume, and the number of vendors, data subjects, or AI projects under management. As of Q2 2026, OneTrust enforces a \$10,000 annual contract minimum, a real change from its prior positioning that reached further into the mid-market. Consent management alone starts around \$1,100/month per domain. Typical mid-market contracts run \$40,000-\$120,000/year; enterprise deployments with multiple modules and global operations can exceed \$500,000/year. Implementation fees add \$10,000-\$50,000 in Year 1, and contracts typically carry 5%-10% annual escalation clauses.

Transaction data from Vendr puts the median OneTrust deal at \$10,514/year, against a range running roughly \$1,400 to \$42,500 for typical deployments and \$50,000-\$300,000+ for larger ones. That median sitting just above the new \$10,000 floor is itself a signal: a meaningful share of OneTrust's actual customer base is now clustered close to the minimum the company will accept, not comfortably inside a broader mid-market range.

**Ownership context worth tracking before signing a multi-year commitment:** OneTrust's last officially disclosed valuation was \$4.5 billion in July 2023, itself a down round from a \$5.3 billion peak in 2021. As of November 2025, OneTrust was reported to be in active discussions with multiple private equity firms about a full acquisition, with rumored deal values exceeding \$10 billion. No deal has been confirmed as of this report's research date; treat this as a real, developing

risk factor, not a settled fact, and confirm current status before signing a multi-year contract. Organizations with recent experience of PE-driven pricing and product changes at other software vendors (documented elsewhere on this site at VMware following its Broadcom acquisition, and CyberArk following its Palo Alto Networks acquisition) should weigh this context accordingly.

## TrustArc: Privacy-Focused Depth, a December 2025 Platform Relaunch, and a Wide Pricing Range

TrustArc also publishes no pricing and requires a sales conversation for every deployment. Independent aggregated data shows a wide range depending on scope: narrower, consent-focused deployments commonly run \$15,000-\$75,000/year, while VendorBenchmark's larger dataset, drawn from over \$2.1 billion in benchmarked contracts, puts full enterprise deployments at \$80,000-\$700,000/year. The gap between these ranges reflects real differences in what's being purchased, cookie consent alone versus a full privacy program, not inconsistent reporting.

TrustArc's negotiating dynamics are unusually well-documented: strategic discounts of 38%-45%+ are reachable with multi-year, multi-module commitments and executive sponsorship (public-benefit organizations, regulated utilities, and large university systems have reportedly achieved the upper end), and multi-year prepayment is worth an additional 4-8 percentage points on top of that. TrustArc traces its lineage to TRUSTe in the late 1990s, through a 2017 rebrand and acquisitions of Nymity (privacy research) and Whistic (assessments); most recently, it launched an AI-powered platform relaunch under the name Arc in December 2025. Confirm which product generation, TrustArc or Arc, any quote or existing contract actually references.

### Pricing (July 2026)

| Platform | Contract Minimum                                            | Typical Mid-Market Range                 | Enterprise Range                                                              |
|----------|-------------------------------------------------------------|------------------------------------------|-------------------------------------------------------------------------------|
| OneTrust | \$10,000/year (effective Q2 2026)                           | \$40,000-\$120,000/year                  | \$50,000-\$300,000+/year, up to \$500,000+ for large multi-module deployments |
| TrustArc | Not published; consent-only deployments from ~\$15,000/year | \$15,000-\$75,000/year (consent-focused) | \$80,000-\$700,000/year (full enterprise program, per VendorBenchmark)        |

### TCO Comparison: Mid-Market Privacy Program, 3 Years

Modeled from independently sourced ranges above, using each platform's typical mid-market positioning; both vendors negotiate, and Vendr transaction data shows 20%-30% common discounts off initial quotes for multi-year commitments at both companies.

| Platform | Annual (Midpoint) | Implementation (Year 1)                                 | 3-Year Total (Before Negotiated Discount) |
|----------|-------------------|---------------------------------------------------------|-------------------------------------------|
| TrustArc | \$45,000          | Not separately published; assume comparable to OneTrust | ~\$155,000                                |
| OneTrust | \$80,000          | \$10,000-\$50,000                                       | ~\$270,000                                |

OneTrust's mid-market midpoint runs roughly 78% above TrustArc's at comparable scope, consistent with OneTrust's broader platform positioning and larger module library. Neither total reflects the 20%-45% negotiated discounts documented above; both are realistic starting points for a first quote, not what a well-negotiated multi-year deal will likely land at.

## Costs the Pricing Table Misses

- **OneTrust's new \$10,000 minimum excludes some organizations outright.** Confirm your organization clears this floor before investing evaluation time; smaller buyers below this threshold need a different category of tool entirely, not a smaller OneTrust package.
- **OneTrust's median deal sitting just above its own floor.** A meaningful share of real customers are paying close to the minimum, not a broad mid-market range; ask where your quote falls relative to that median before assuming standard positioning.
- **Annual escalation clauses.** OneTrust contracts typically carry 5%-10% annual increases; negotiate a cap before signing, not at renewal.
- **TrustArc's Arc relaunch creates a confirmation gap.** A quote or existing contract referencing "TrustArc" versus the newer "Arc" branding may reflect different product generations; confirm which you're actually being quoted.
- **OneTrust's reported PE sale process.** No deal is confirmed, but the same integration-depth and contractual lock-in risk documented at other PE-acquired software vendors on this site applies here; build data export guarantees and clear termination terms into any new multi-year contract now.

## The Decision Framework

**Choose OneTrust if:** Your organization needs privacy management as part of a broader trust, GRC, ethics, or ESG program, and you have the internal resources and budget headroom for a platform built for large-enterprise complexity. Confirm your quote clears the new \$10,000 floor with real margin, and get contractual protection against the ownership uncertainty above before signing multi-year.

**Choose TrustArc if:** Privacy is your primary, focused compliance need rather than one module in a broader GRC program, you want deeper regulatory research (Nymity) or TRUSTe certification specifically, or you're a mid-market organization for whom OneTrust's new pricing floor and broader platform are more than you need. Confirm whether you're being quoted TrustArc or the newer Arc platform.

**Everyone:** Get a specific, itemized quote rather than budgeting off any published range, both vendors' real pricing depends heavily on modules, admin users, and data volume. Push for the documented multi-year, multi-module discount range (20%-45%+ depending on vendor and commitment level) rather than accepting a first quote at face value.

## The Bottom Line

OneTrust and TrustArc are both credible, well-reviewed enterprise privacy platforms serving overlapping but distinct positioning: OneTrust for organizations wanting privacy folded into a broader trust and GRC program, TrustArc for organizations wanting privacy-specific depth without the broader platform. The real story this comparison surfaces isn't a clear technology winner, it's that OneTrust's market position is shifting in real time: a new \$10,000 floor that excludes smaller buyers, a median deal sitting right at that floor, and a reported nine-figure-plus private equity sale process all landing in the same twelve-month window. Any organization evaluating either platform right now should treat that shifting ground as seriously as the feature comparison.