



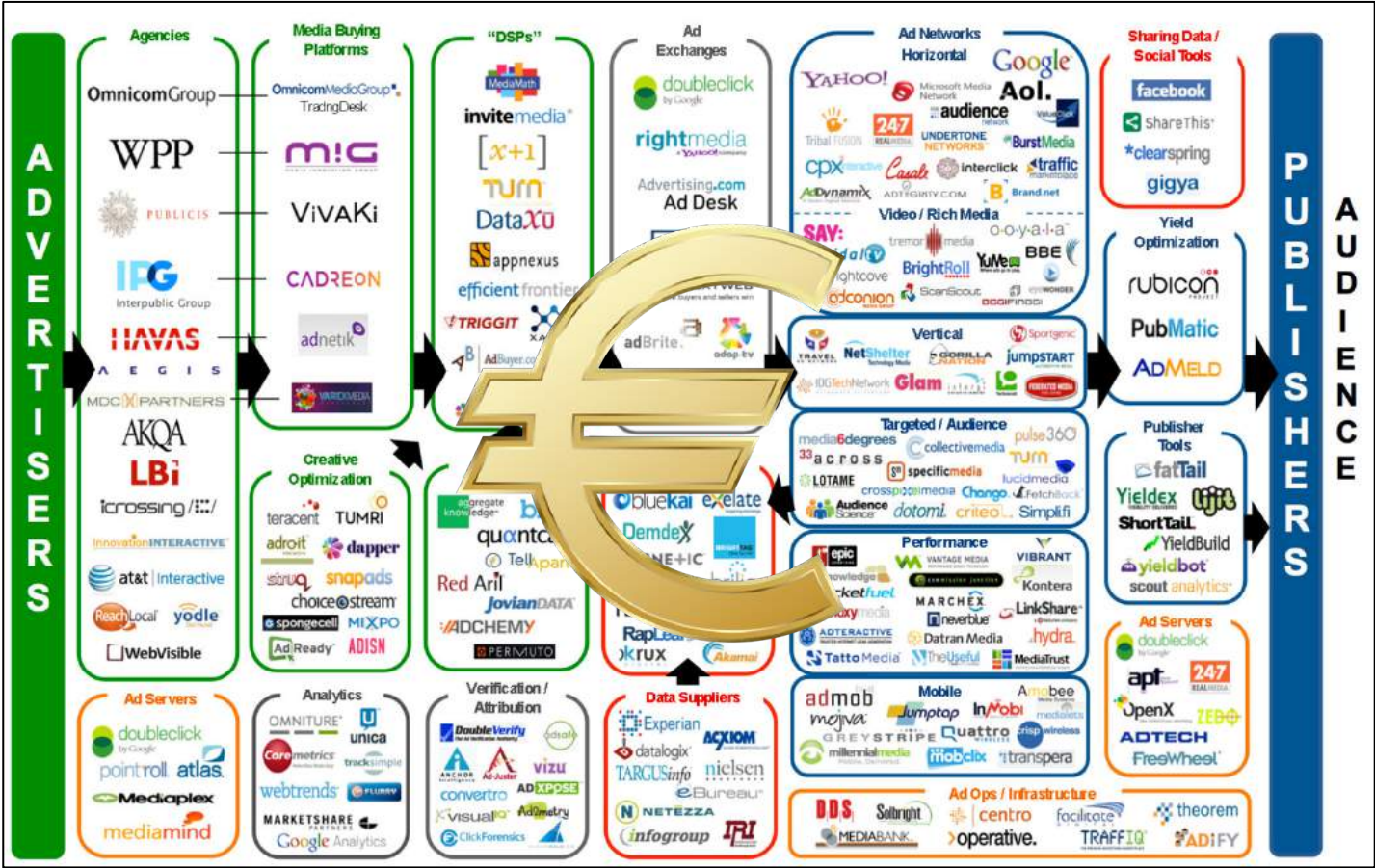
Will new regulations change the rules of advertising?  
GDPR and e-privacy regulation



Will the new regulations be a threat or an opportunity?

It is probably depending of which side you represent!

# It is a complex marketing picture today

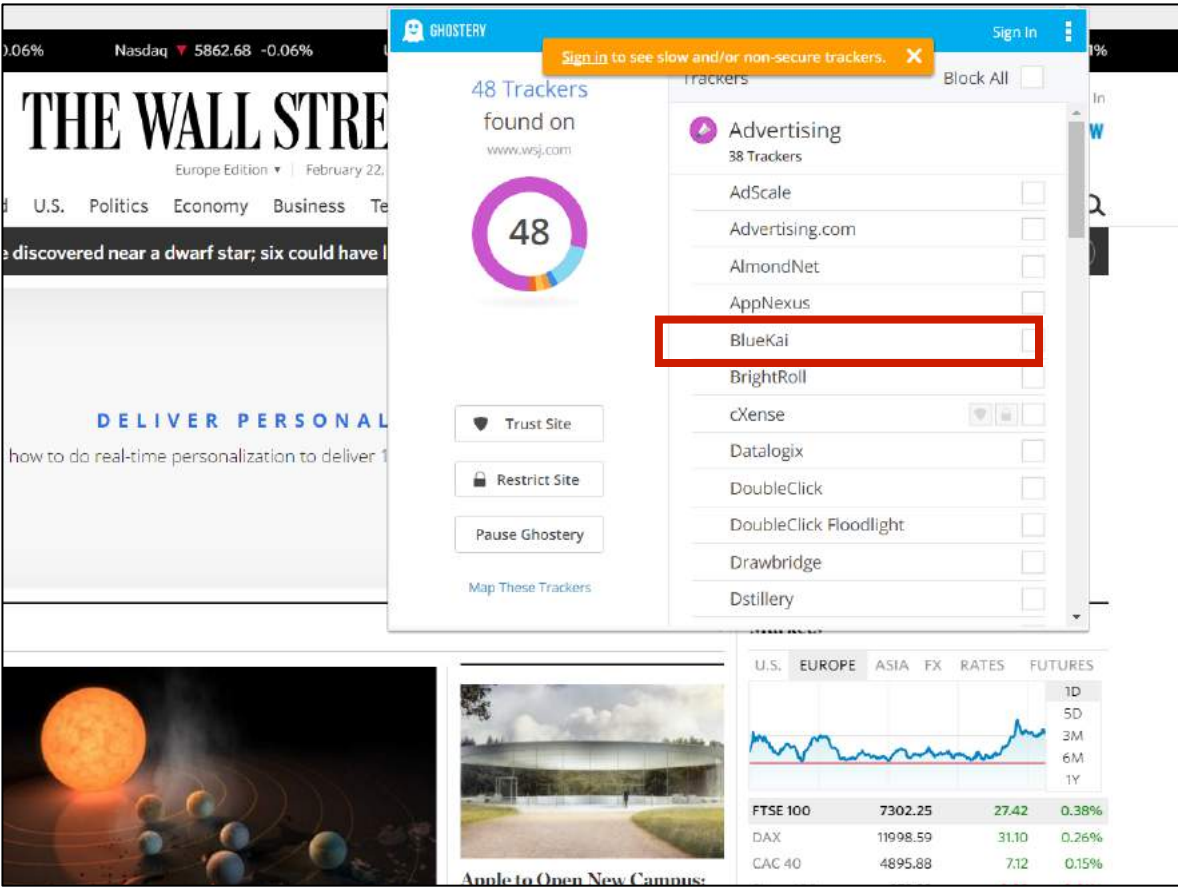


The value have been user data and traffic arbitrage

# Data has become the value creator, which have made the collection very creative ?

- Exchange of data between partners and data hubs without precautions?
  - Site content
  - E-commerce sites
  - Panel providers
  - Algorithmic calculation of segments
  - Prediction
  - And just “data” .....
- Collection without permissions
- Embedded data scripts into advertisement and content units (and services)
- Sales of transaction data
- Data sharing cross entities – outside current regulation
- Etc.....

# Not only “approved” scripts on the site

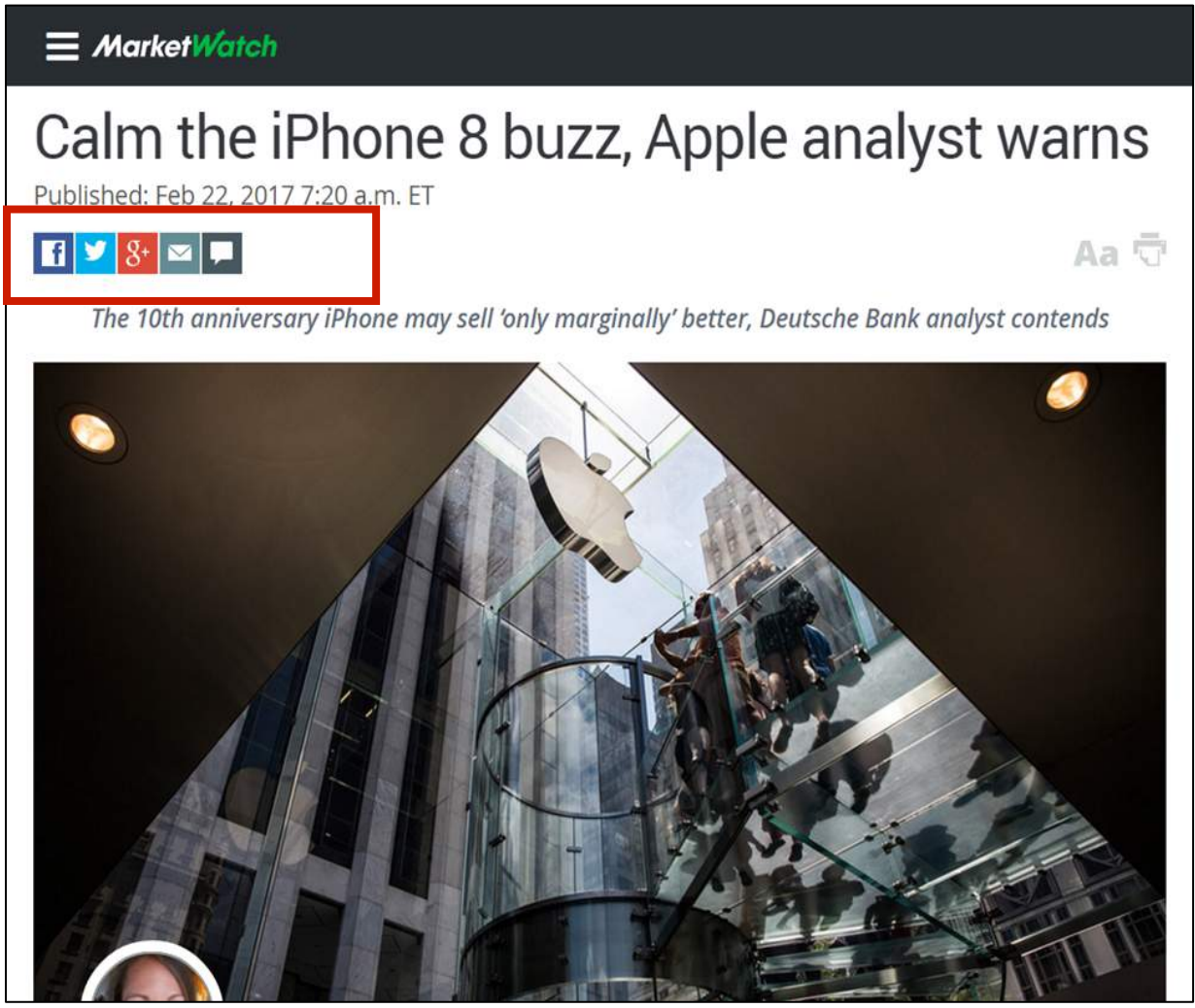


3<sup>rd</sup> party scripts embedded into services on the site

- Tracking
- Customer use
- Data user
- Exchange of services

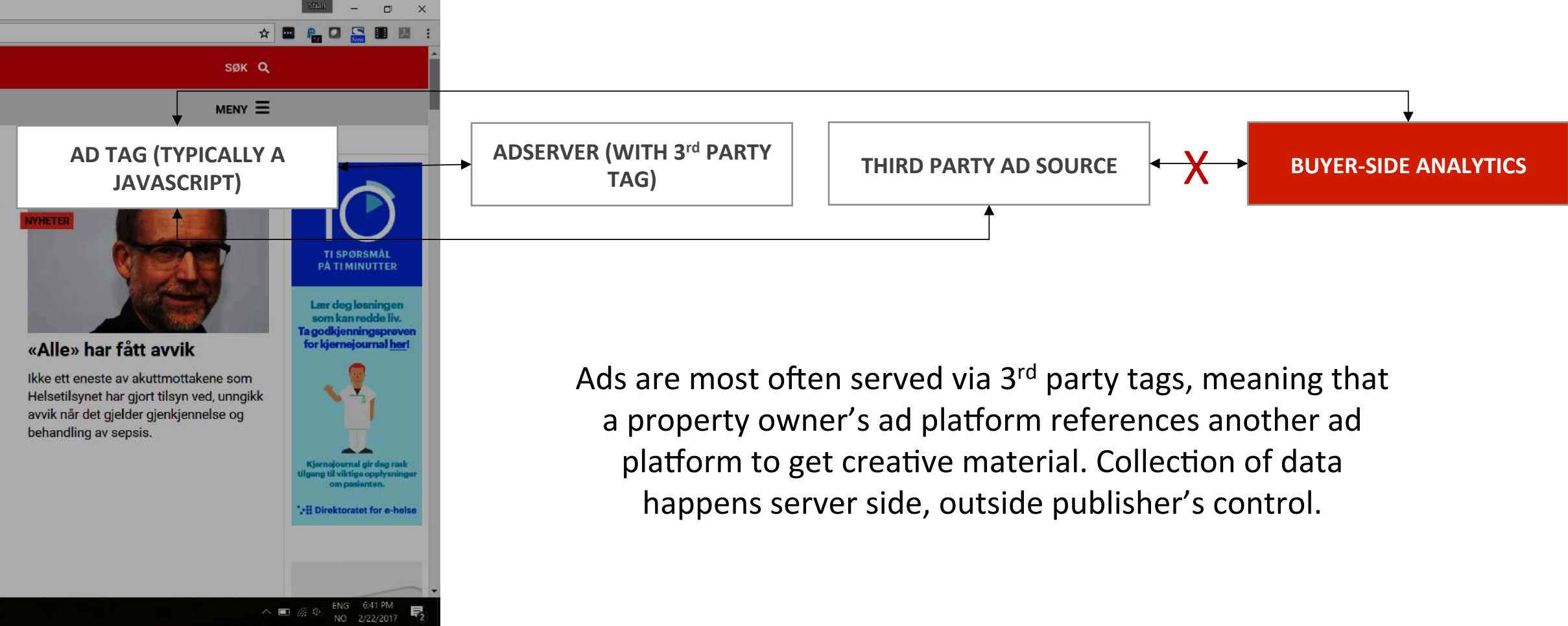


# “Trusted” Trojan horses: Social media like/share buttons that send data back to the social media domain



Whenever a user opens a page, the script runs to render the button, but also to send unknown amounts of data about that user back to the social media domain

# “Untrusted” Trojan horses: Analytics tags smuggled in together with advertisements



Ads are most often served via 3<sup>rd</sup> party tags, meaning that a property owner’s ad platform references another ad platform to get creative material. Collection of data happens server side, outside publisher’s control.

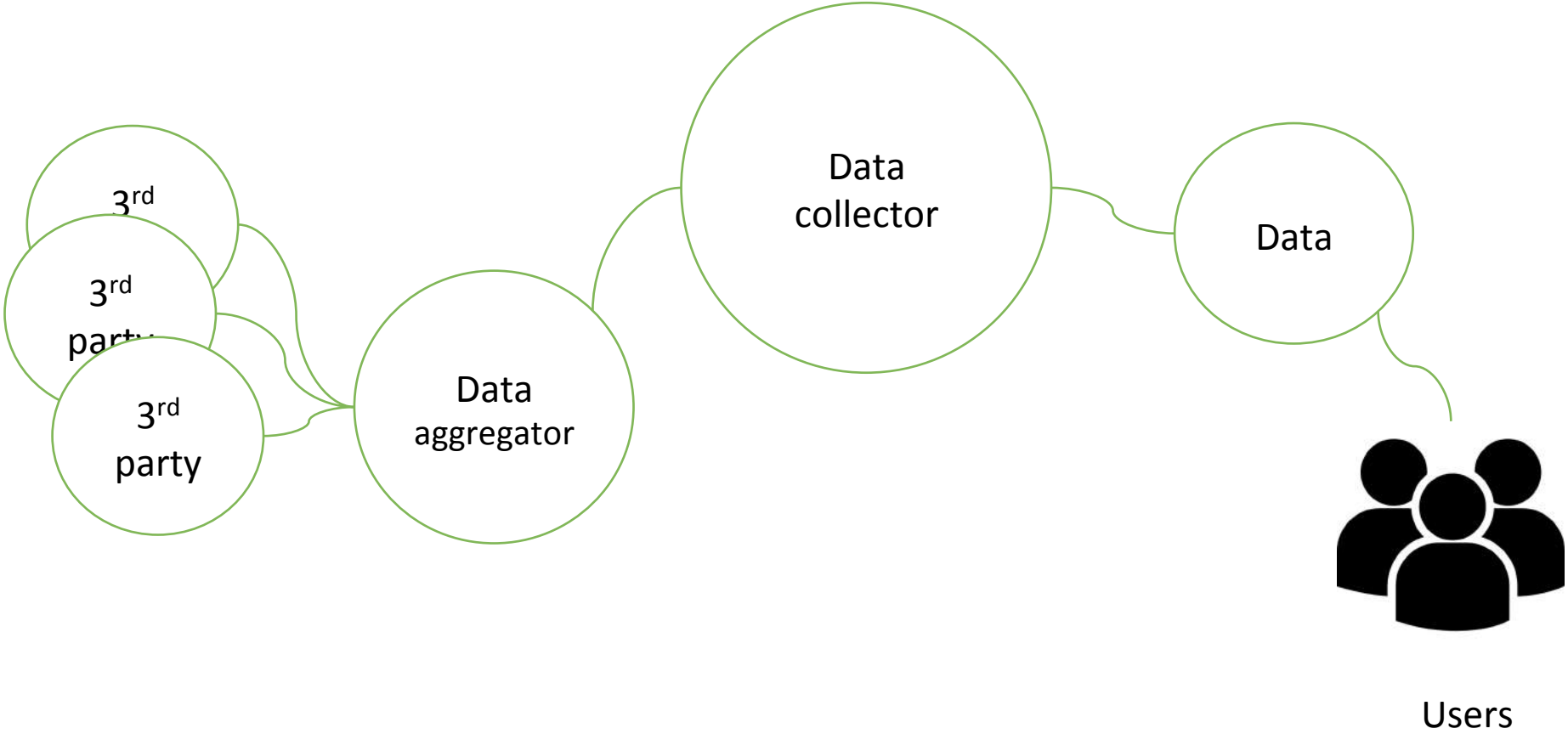




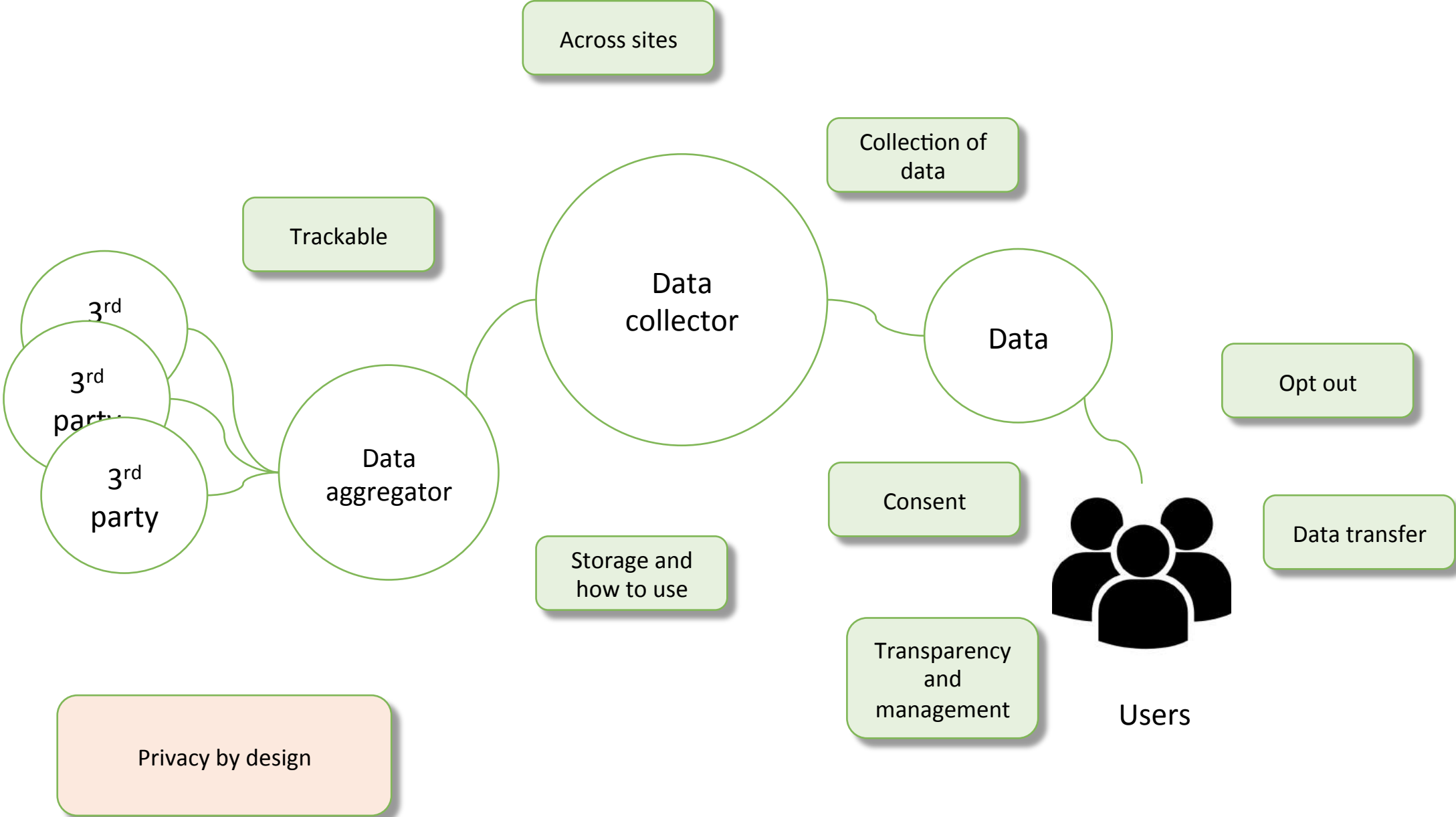
# What is personal data?

- Any information relating to an identified or identifiable natural person such as:
  - Social security number
  - Name
  - Addresses
  - Phone number
  - Pictures
  - Account details
  - IP addresses

# Personal data – life cycle

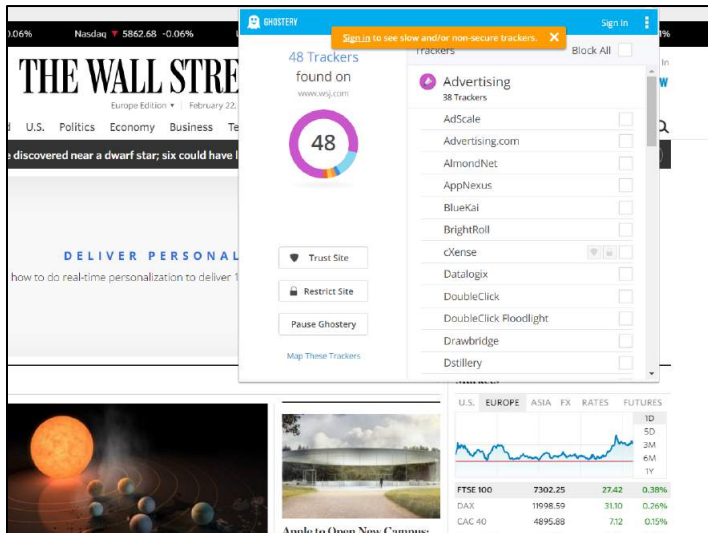


# Personal data – life cycle



# Processing of personal data requires consent and legal reasons

- More **control** to end user
  - Users shall have the **right to object** to direct marketing and profiling
  - Users must **consent** to the use of cookies which is not "necessary"
  - Users shall be **informed** of all data collection



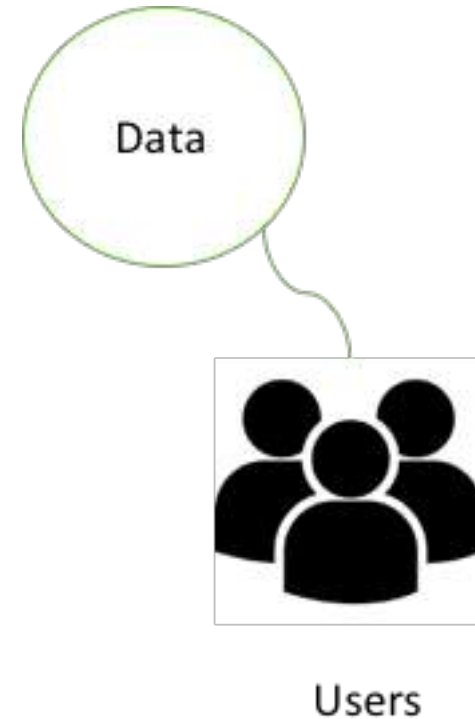
# Trackable data – individual treated based on contract

- Understand and know data collected
- Processes and data storage
- Individual user level
- Combined with individual consent
- All stored to be transparent, manageable and actionable



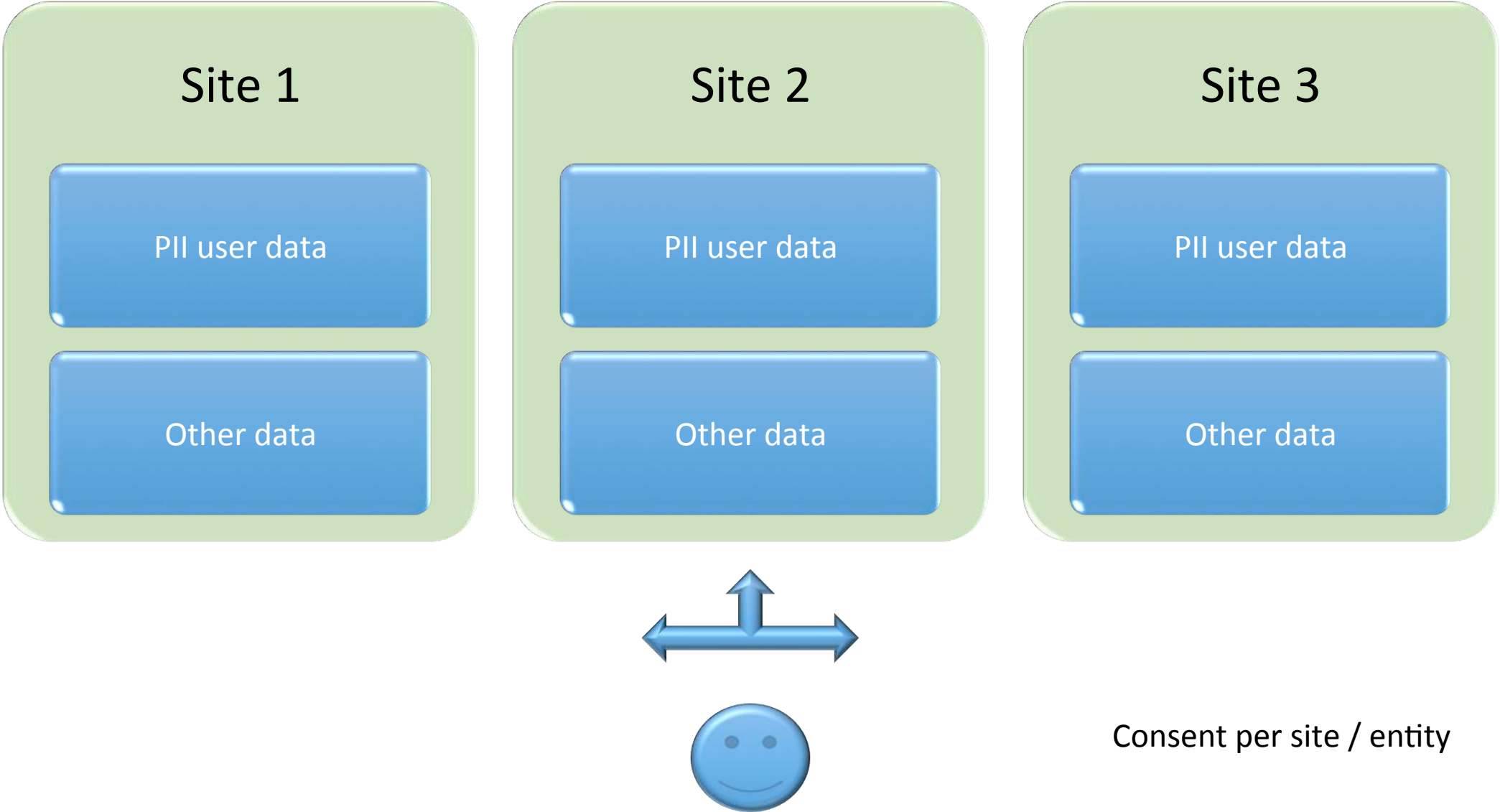
# Transparency and management

- Right to be forgotten
- Make opt out
- Network – Data transfer to other entities are challenging

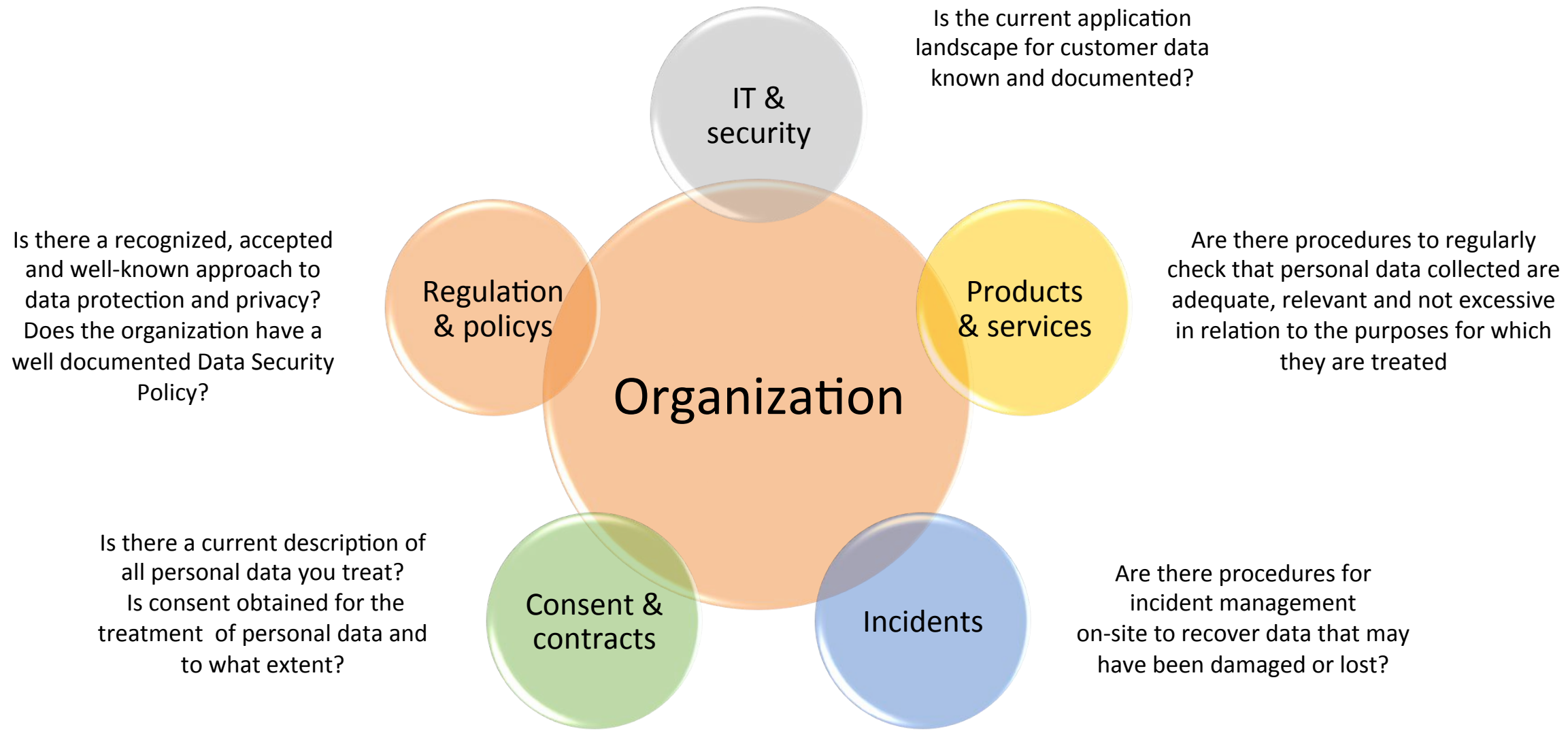




# Collection of data – across sites and entities



# The whole organization is involved



This is a non trivial process that will demand  
user trust and transparent user  
communication

Services without good and open user relation  
will have difficult time!

# Summary

- Users will get more control of their own data
  - Data “for sale” is not the future
  - Middlemen’s position will be weakened
- Consent and agreement between users and publisher is demanded
  - Limiting 3<sup>rd</sup> party players without user interface
- Complex data management, transparency and data control will limit many players to create and manage useful datasets for advertising
- Requirement for approval per entity makes it difficult to aggregate profiles across sites / entities
  - For users to give consent, good partners relation are needed
- Advertisers will get more out of their money

# The opportunity from new legislation



Advertisers

Publishers