# PROTECTING CONSUMER PRIVACY AND ENABLING RESPONSIBLE DATA USE
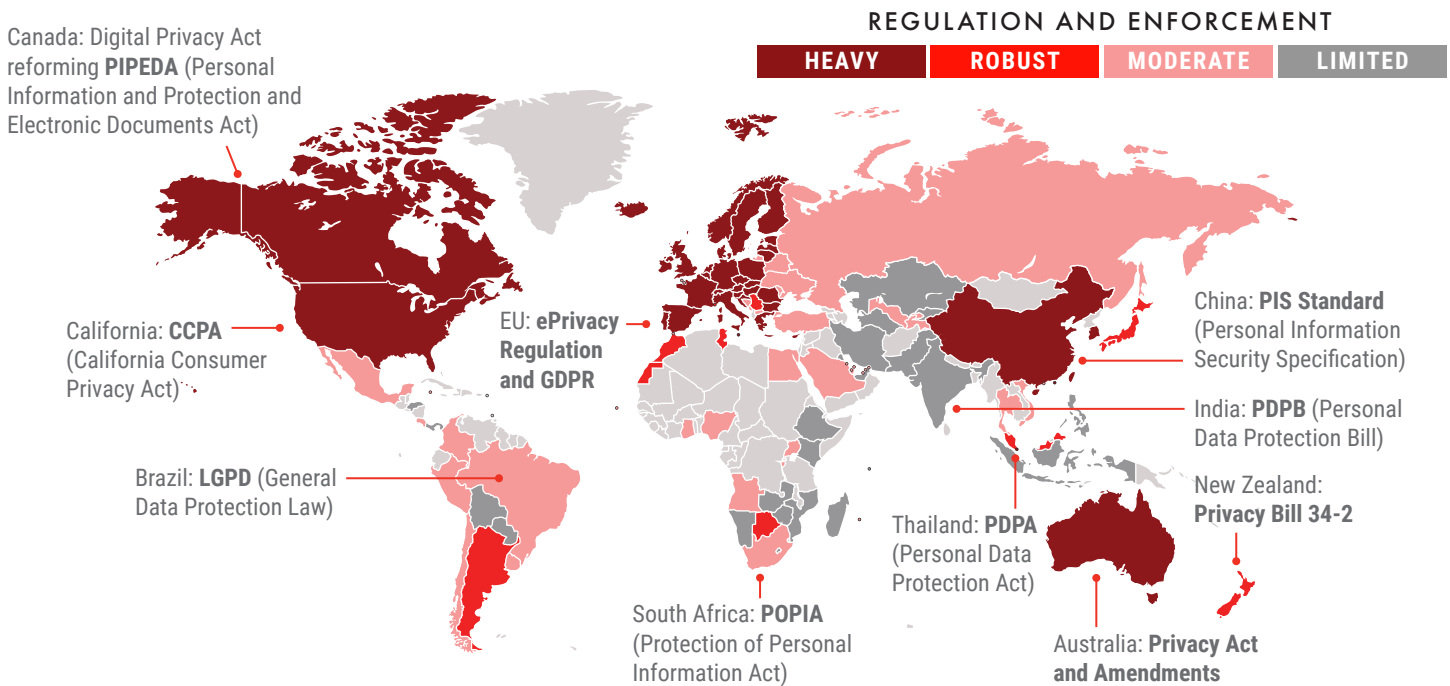
**iab.**TECH LAB

Consumer trust is the lifeblood of digital media and brand loyalty. Our industry has grown quickly, with innovation outpacing regulation. We must put consumer privacy protection first to enable a sustainable, free, and open internet.

• There is a proliferation of new privacy regulations around the world with impact on the way businesses operate and potential fines for non-compliance: from the General Data Protection Regulation (GDPR) in the EU to the California Consumer Privacy Act (CCPA) in the U.S. to new laws burgeoning in other countries and states.

• Browsers are now competing directly on privacy features, and are introducing changes to third-party cookies that impact targeting and personalization, measurement, attribution, frequency management, and more.

• Advertisers spend millions every year on data products and services without sufficient safeguards around transparency and quality of data.
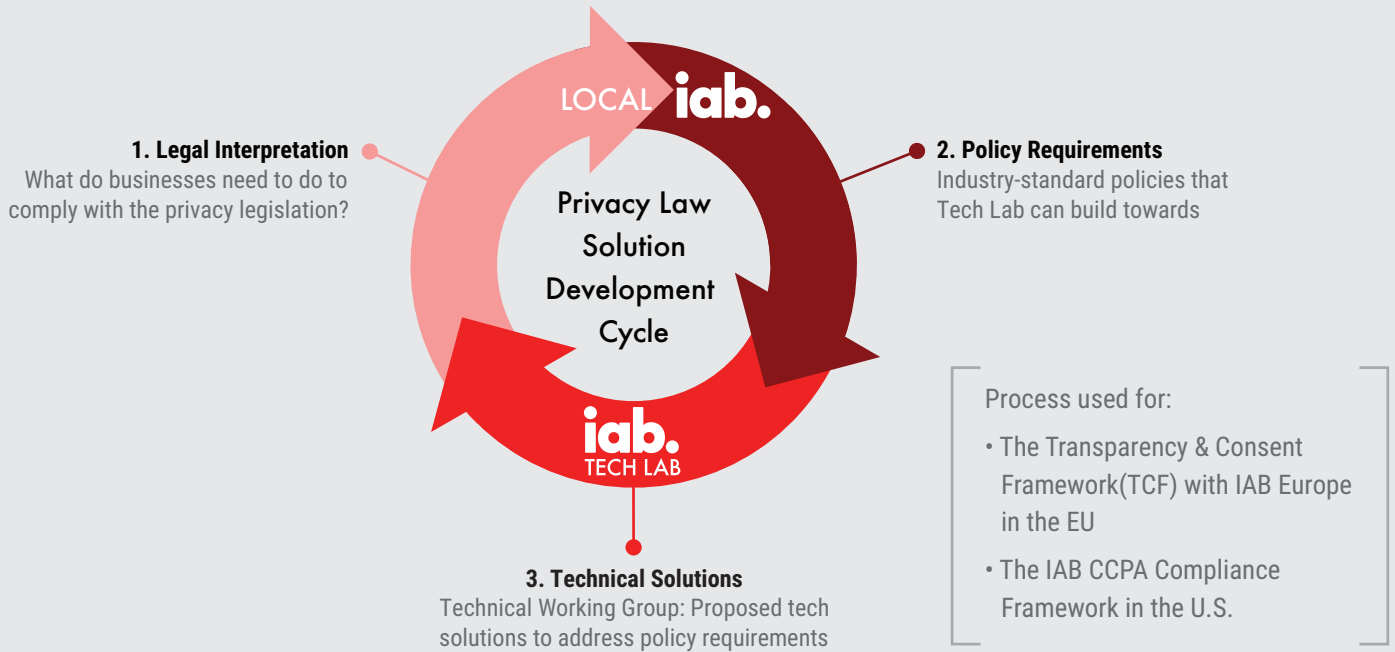
## GLOBAL DATA PROTECTION AND PRIVACY REGULATION



Canada: Digital Privacy Act reforming **PIPEDA** (Personal Information and Protection and Electronic Documents Act)

California: **CCPA** (California Consumer Privacy Act)

Brazil: **LGPD** (General Data Protection Law)

EU: **ePrivacy Regulation and GDPR**

South Africa: **POPIA** (Protection of Personal Information Act)

Thailand: **PDPA** (Personal Data Protection Act)

China: **PIS Standard** (Personal Information Security Specification)

India: **PDPB** (Personal Data Protection Bill)

New Zealand: **Privacy Bill 34-2**

Australia: **Privacy Act and Amendments**

### REGULATION AND ENFORCEMENT

| HEAVY | ROBUST | MODERATE | LIMITED |

Source: Based on February data from © 2020 DLA Piper, dlapiperdataprotection.com

## IAB TECH LAB HELPS THE INDUSTRY WITH OPEN STANDARDS AND TRANSPARENCY MECHANISMS:

• Responsible, respectful, and transparent use of consumer data with clear and consistent data labeling

• Technical solutions to support compliance with relevant privacy laws and regulations

• Business best practices to honor consumer choice and preferences across the digital supply chain

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# ACCOUNTING FOR LOCAL REQUIREMENTS IN GLOBAL TECH SOLUTIONS

LOCAL **iab.**

**Privacy Law Solution Development Cycle**

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**1. Legal Interpretation**
What do businesses need to do to comply with the privacy legislation?

**2. Policy Requirements**
Industry-standard policies that Tech Lab can build towards

**3. Technical Solutions**
Technical Working Group: Proposed tech solutions to address policy requirements

Process used for:
- The Transparency & Consent Framework(TCF) with IAB Europe in the EU
- The IAB CCPA Compliance Framework in the U.S.

# SOLUTIONS FOR CONSUMER DATA, IDENTITY, AND PRIVACY PROTECTION

IAB Tech Lab is an expert group of engineers, product managers, and data professionals dedicated to developing foundational technology and standards that enable growth and trust in the digital media ecosystem.

| Objective | IAB Tech Lab Solutions | What It Does |
|---|---|---|
| Privacy compliance, consumer data protection, and choice for programmatic transactions | **Transparency and Consent Framework** (TCF) | Communicates user consent string compliant with EU GDPR |
| | **CCPA Compliance Framework Tech Specs for publishers and tech companies** | Allows programmatic transactions with CCPA compliance (California Consumer Privacy Act) |
| | **Enhanced Accountability Proposal** | Rebuilds consumer trust with a proposed compliance program to ensure responsible use of identifiers, and data |
| Open and neutral ID service, and consent management | **DigiTrust ID** | Propagates standard identifier across the digital supply chain to improve privacy, reduce page load times, and platform costs |
| | **DigiTrust CMP** (Consent Management Provider) | Manages consent signals in an open source platform |
| | **OTT IFA** (Over-the-top Identifier for Advertising) | Defines an identifier for advertising on over-the-top video platforms |
| Data transparency | **Data Transparency Standard** (datalabel.org) | Provides a "Nutrition label" for audience data |
| | **Audience Taxonomy** | Provides clear and common labeling of audience data |
| | **Ad Product Taxonomy** | Provides clear and common labeling of advertisers' products and services |
| Blockchain applications in ad tech (emerging technology) | **PrivacyChain** | Provides open source code for an immutable record of consumer preferences |
| | **Network Pilots** | Establishes opportunities for real-world testing of new blockchain platforms in advertising |

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