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Opening Remarks

Alex Cone

Vice President, Privacy & Data Protection

IAB Tech Lab

Agenda

Time (EST)	Topic	Speaker(s)
10:00-10:15 am	**Opening Remarks**	*Alex Cone, Vice President, Privacy & Data Protection, IAB Tech Lab*
	Project Rearc: One Year Later	*Tina Lakhani, Head of Ad Tech, IAB UK*
10:15-10:50 am	**Exploring the Role of Accountability Standards**	***Introduction:*** *Mohsin Pervez, Director, Solutions Engineering, PubMatic*
	Panel: Accountability Platform	*Alex Cone, Vice President, Privacy & Data Protection, IAB Tech Lab* *Christer Ljones, Head of Data, Schibsted Marketing Services* *Mohsin Pervez, Director, Solutions Engineering, PubMatic* *Ninon Vagner, Privacy & Compliance Manager, IAB Europe*
10:50-11:25 am	**Getting to Global Privacy**	***Introduction:*** *Dr. Sachiko Scheuing, European Privacy Officer, Acxiom*
	Panel: Global Privacy Platform	*Alex Cone, Vice President, Privacy & Data Protection, IAB Tech Lab* *Melanie Deneau, Director of Client Services - UK & EU, Sourcepoint* *Carsten Sander, Executive Director Monetization Technology Solutions, BurdaForward* *Dr. Sachiko Scheuing, European Privacy Officer, Acxiom* *Achim Schlosser, CTO, European netID Foundation*
11:25-12:30 pm	**Evaluating the Current Addressability Landscape**	***Introduction:*** *Tim Geenen, Managing Director, Addressability Europe, LiveRamp*
	Panel: Establishing Standards for User-Provided IDs	*Ben Dick, Sr. Director of Product – Identity and Data, IAB Tech Lab* *Tim Geenen, Managing Director, Addressability Europe, LiveRamp* *Stephanie Layser, VP of Advertising Technology & Operations, News Corp* *Andreas Sierts, Director of Product Management, Adform*
	Panel: Establishing Standards for Seller-defined Audiences	*Elizabeth Brennan, our Head of Advertiser Strategy, Permutive* *Ben Dick, Sr. Director of Product – Identity and Data, IAB Tech Lab* *Phil Eligio, Consultant, European Publishers Council, EPC* *Jean Fitzpatrick, Senior Vice President, Marketplace Solutions, Kinesso* *Steve Silvers, SVP Product & GM Customer Experience, Neustar*

Project Rearc: One Year Later

Tina Lakhani

Head of Ad Tech

IAB UK

Our Mission

Member-driven, member-developed

750+ companies total
30+ Board companies
40+ IABs & countries

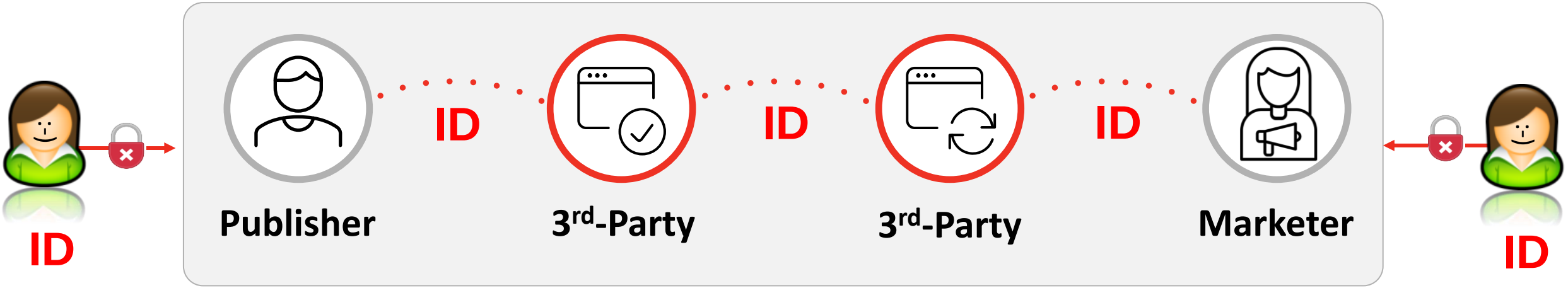
Shared resources & benefits

Engage a global member community to develop foundational technology and standards that enable growth and trust in the digital media ecosystem.

Interoperable, efficient base for innovation

We live this – as a neutral, collaborative, transparent, non-profit org

Our Digital Infrastructure Is Changing Rapidly



Many digital advertising use cases rely on IDs to link 1st-party audiences.

- These *IDs are increasingly limited,* breaking links between publishers & marketers.
- This impacts *all stakeholders:* consumers, publishers, advertisers, vendors.

➢ Our industry must *re-architect systems & processes for privacy.*

Project Rearc, One Year Later…

February 2020: IAB & Tech Lab initiated Project Rearc as a global industry effort to focus on standards for **preserving addressability with privacy & accountability**.

July 2020: We joined forces with the **Partnership for Responsible Addressable Media** (PRAM), adding critical business & policy stakeholders.

ANA

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NAI Network Advertising Initiative

WFA World Federation of Advertisers

Partnership for Responsible Addressable Media

The Process, Industry-Wide…

Phase 1 – Understand the Problem

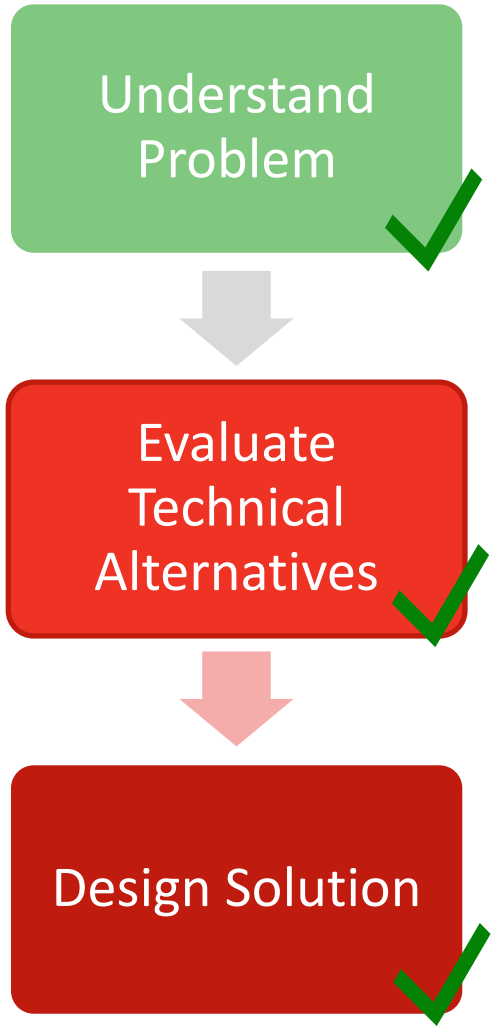
- Business activities & identifier dependencies
- Business impact from loss of identifiers
- Privacy issues & principles

Phase 2 – Evaluate Technical Alternatives

- Discussion of potential technology-based solutions, including browser/OS proposal analysis
- Definition & application of evaluation criteria – including business & policy considerations
- Selection of proposed alternatives

Phase 3 – Solution Design of Selected Alternatives

- Business & policy requirements
- Minimum standards required, including accountability mechanisms



What have we learned?

- This is **complicated**. #understatement
- Companies & governments have **many competing approaches** to solutions.
- There's **no shortage of perspectives**, speculation, **confusion**.
- There are **no guarantees** – the environment will **continue to evolve**.

➢ **We can place some bets with confidence…**

Privacy by Default Is the New Normal – Globally

CONSUMERS

- Growing awareness & concerns about the data economy
- Distrust of corporate & political power & institutions

GOVERNMENTS

- Rise of privacy laws globally – many requiring consumer opt-in, all requiring transparency/control
- Legal action against violators

PLATFORMS

- Browsers & operating systems limiting cookies & IDs globally – taking aim at cross-site tracking
- Largest ad/media platforms revising their practices

The Consumer Is Now in Control

I **do not want** sites & apps to use my data for ads.

I want everything **personalized** just for me.

PERSONALIZATION

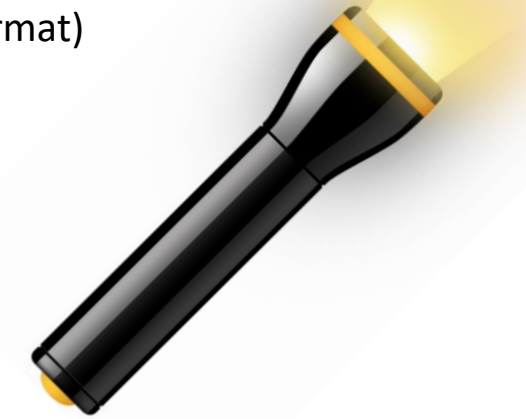
I'm ok if sites and apps **recognize** my visits to control how often I see ads.

Accountability & Auditability Are Foundational

We must shine a light into the black box of digital advertising.

User Choices
(encoded in a standard format)

User Choices
(encoded in a standard format)



- What are users' data rights & preferences?
- Who has access to IDs & personal data?
- Are they complying with user data choices?

… with standardized, auditable data structures.

Open Standards Will Be Critical … and Will Help ALL Stakeholders

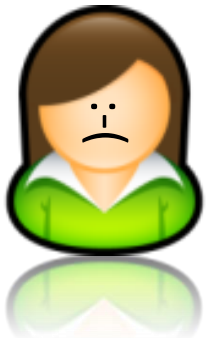
Delivering ad-supported consumer experiences risks becoming too complex.

Ad planning, personalization, delivery, measurement, privacy compliance, etc. can vary by:

Publisher

Device

Marketer



Operating System

Vendor

Media Channel

Privacy Jurisdiction

Browser/App

User Location

User Controls

Open standards can help enable **predictable user privacy** and the delivery of **responsible ad-supported digital experiences**.

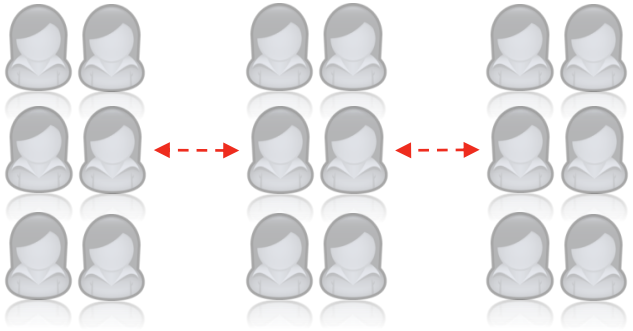
Portfolio Approach to Addressability is Required (No Silver Bullet!)

Plan for a range of scenarios across advertising business activities & use cases:

Unlinked 1st-party Audiences
Advertiser/Publisher data not connected

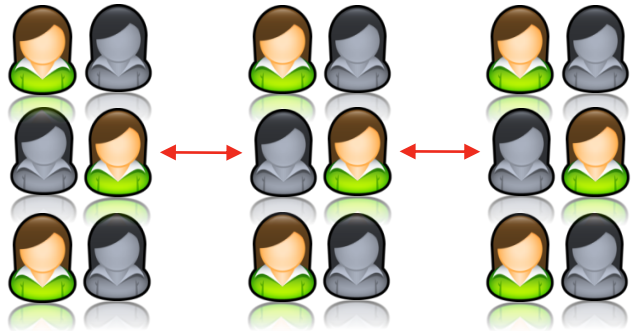
- Contextual
- Seller-defined audiences
- Private marketplaces

Browser/OS-linked Audiences
No 3rd-party tracking



- Chrome Privacy Sandbox
- Apple SKAdNetwork & Private Click Measurement

Linked 1:1 Audiences
Advertiser/Publisher data connected



- Pre-prompts to earn opt-in to device ID or cookie
- User-enabled IDs
- Clean rooms

Releases for Comment – Addressability

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Linked 1:1 Audiences
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- **Contextual**
- **Seller-defined audiences**
- Private marketplaces

Taxonomy & Data Transparency Standards to Support Seller-Defined Audience & Context Signaling

Enabling publishers to *achieve scale* by passing *seller-defined contextual and audience attributes* to buyers within OpenRTB (real-time bidding), when no user-provided or 3rd-party identifier is available.

Existing standards:
Content & Audience Taxonomies
Data Transparency / dataLabel.org
SKAdNetwork support
OpenRTB

Releases for Comment – Addressability

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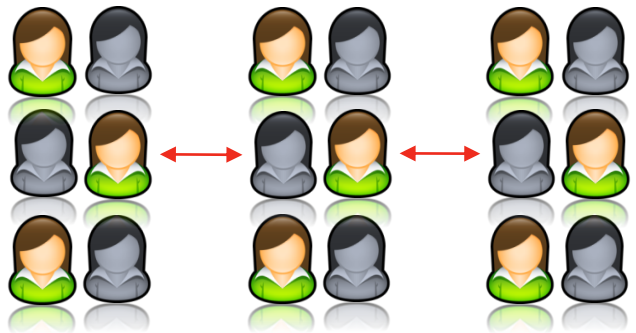

Best Practices for User-Enabled Identity Tokens

Guidelines to ensure *security and consumer privacy* in scenarios where publishers and marketers offer personalized content and services tied to a *user-provided email or phone number.*

Existing standards:
OpenRTB
Transparency & Consent Framework / CCPA Framework

- Pre-prompts to earn opt-in to device ID or cookie
- **User-enabled IDs**
- Clean rooms

Releases for Comment – Privacy

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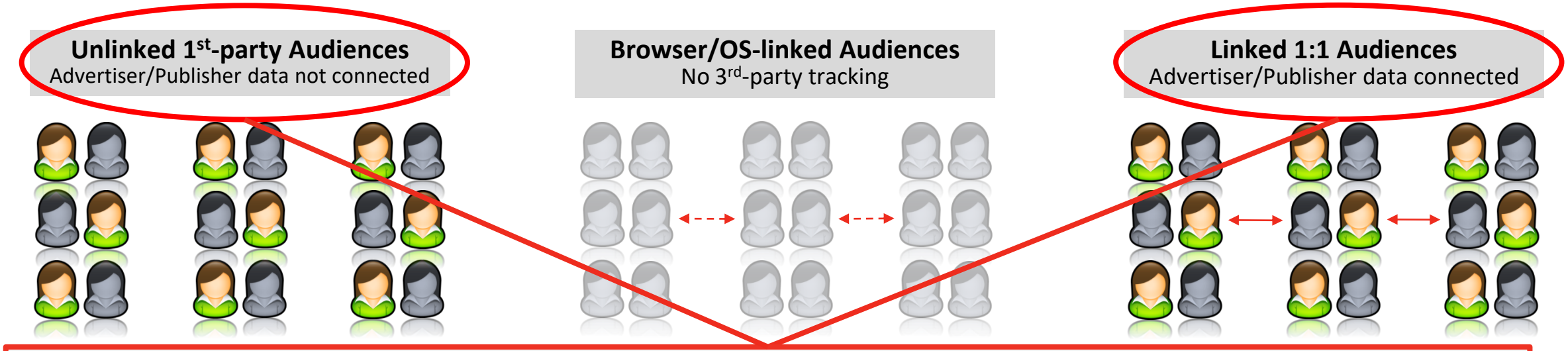
Global Privacy Platform

A specification for *encoding regional user data rights and preferences* into a standardized format for the entire supply chain, simultaneously improving user *transparency/control AND industry compliance* amidst ongoing regulatory evolution.

Existing standards:
Transparency & Consent Framework / CCPA Framework

Releases for Comment – Accountability

Plan for a range of scenarios across advertising business activities & use cases:



Accountability Platform

A specification for open, *auditable data structures and standard practices* to reliably demonstrate digital advertising supply chain *conformity to preferences and restrictions* set by users and the digital properties they visit.

Industry Calls to Action

1. Plan for a *portfolio approach* to addressability scenarios.
2. Provide *feedback* on today's releases: https://iabtechlab.com/rearc
   - **Addressability**: (1) *Seller-Defined Audience & Context Signaling*
     (2) *User-Enabled Identity Tokens*
   - **Privacy & data protection**: (3) *Global Privacy Platform*
   - **Accountability**: (4) *Accountability Platform*
3. Support *open standards & predictable user privacy.*
   Join PRAM and Tech Lab working groups – *more work to be done!*
4. Invest in *consumer engagement:* education, transparency, controls, earning opt-ins.
5. Support *accountability* in 2022 by insisting your partners contribute Accountability Platform data.

Exploring the Role of Accountability Standards

Mohsin Pervez

Director, Solutions Engineering

PubMatic

Panel: Accountability Platform

Alex Cone

Vice President, Privacy & Data Protection

IAB Tech Lab

Christopher Ljones

Head of Data

Schibsted Marketing Services

Moshin Pervez

Director, Solutions Engineering

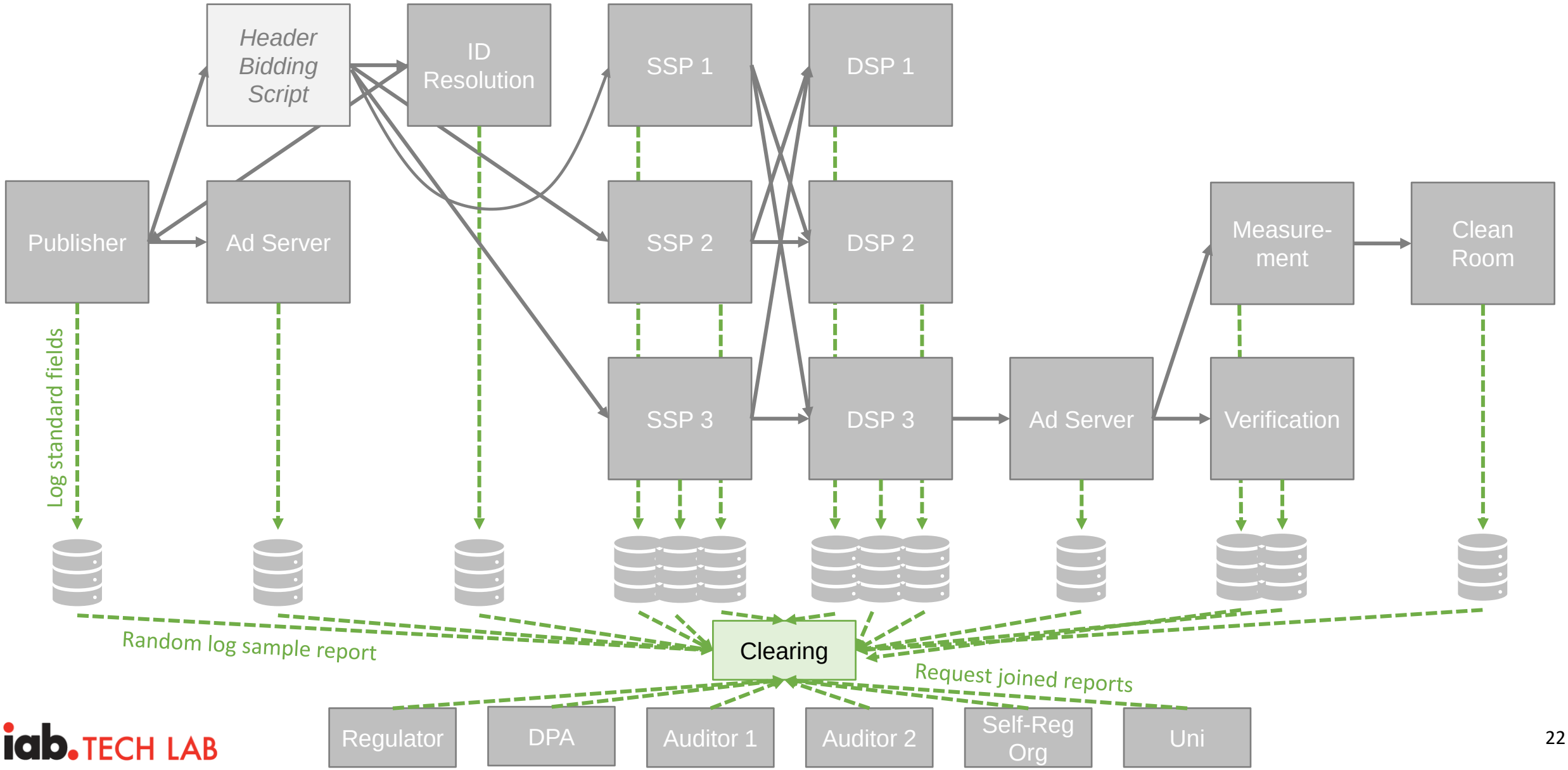
PubMatic

Ninon Vagner

Privacy & Compliance Manager

IAB Europe

Accountability Platform: Design Overview



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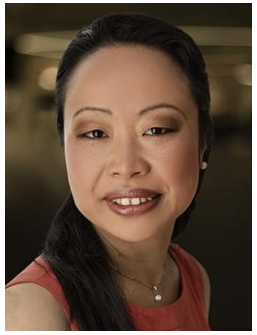
Getting to Global Privacy



Dr. Sachiko Scheuing

European Privacy Officer

acxiom

Panel: Global Privacy Platform

Alex Cone

Vice President, Privacy & Data Protection

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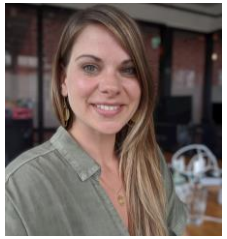

Melanie Deneau

Director of Client Services - UK & EU

Sourcepoint

Carsten Sander

Executive Director, Monetization Technology Solutions

BurdaForward

Dr. Sachiko Scheuing

European Privacy Officer

Acxiom

Achim Schlosser

Chief Technology Officer

European netID Foundation

Global Privacy Platform: Design Overview

Multi-jurisdictional string capability

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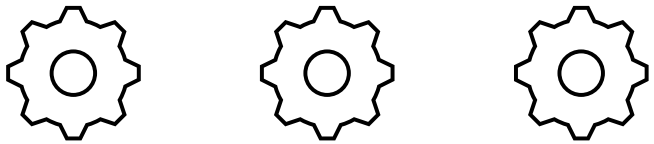
Local registries of policy participants

Tech Lab index/API of local registries

Transparency Center

Streamlined APIs / libraries



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Managing Director, Addressability Europe

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Senior Vice President, Marketplace Solutions

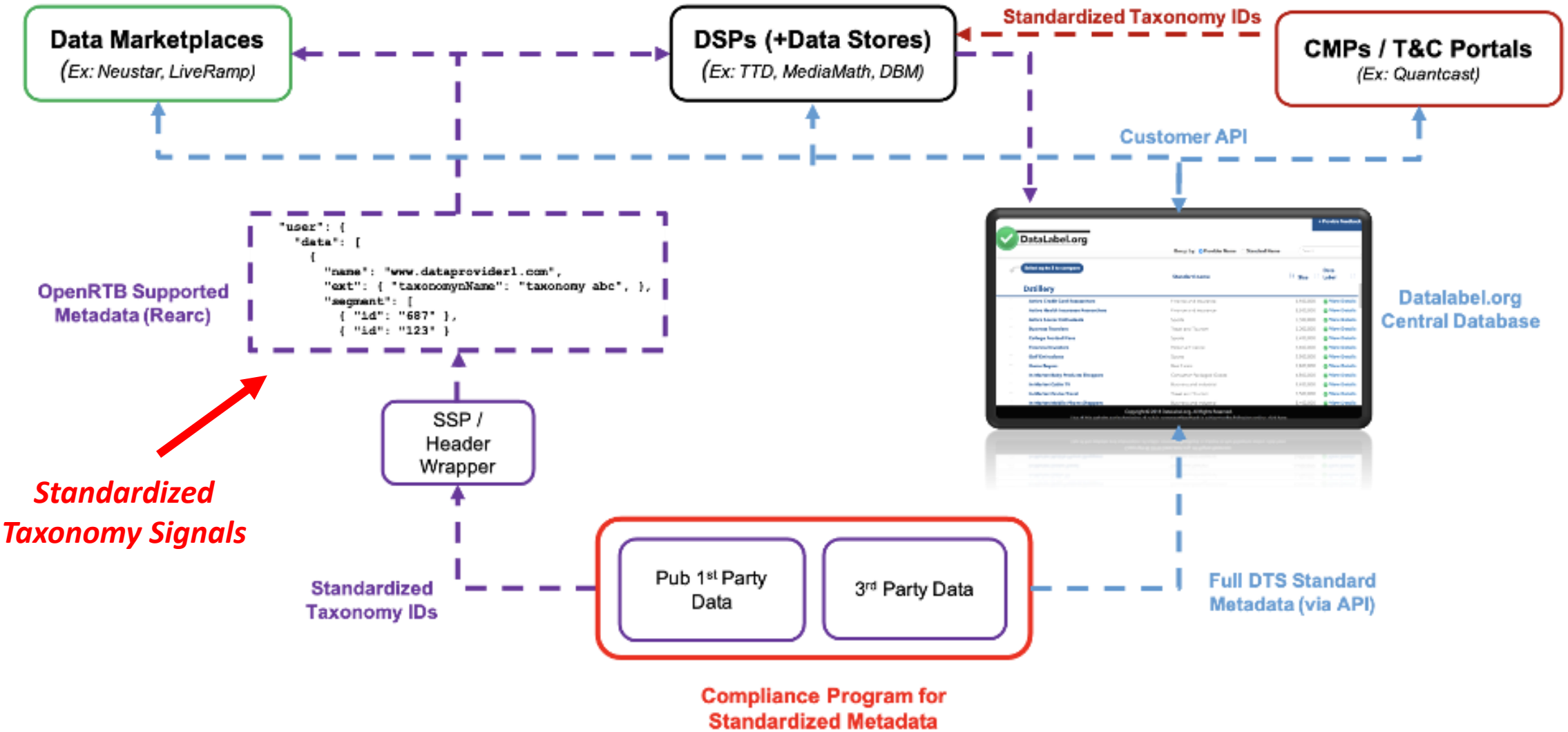
Kinesso

Steve Silvers

SVP, Product

Neustar

Seller-defined Audiences Proposal – Design Overview



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Upcoming Event

Addressability Solutions Roadshow

May 19th, 2:00 PM-4:30 PM EST/10:00 AM-1:30 PM EST

REGISTER NOW – iabtechlab.com/events
View additional upcoming events at iabtechlab.com/events
Sponsorship opportunities are available - email techlab@iabtechlab.com for more information.

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ADDRESSABILITY SOLUTIONS ROADSHOW

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