

adform

ADFORM PRAGUE SUMMIT

13TH SEPTEMBER 2023





WHO AM I?

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VP, Legal and Privacy Compliance

adform

AGENDA

1. Cookieless advertising

Personalised vs Contextual

2. Privacy trends @ Adform

Seen through clients lens

3. Is this all? Of course not!

Where are we heading

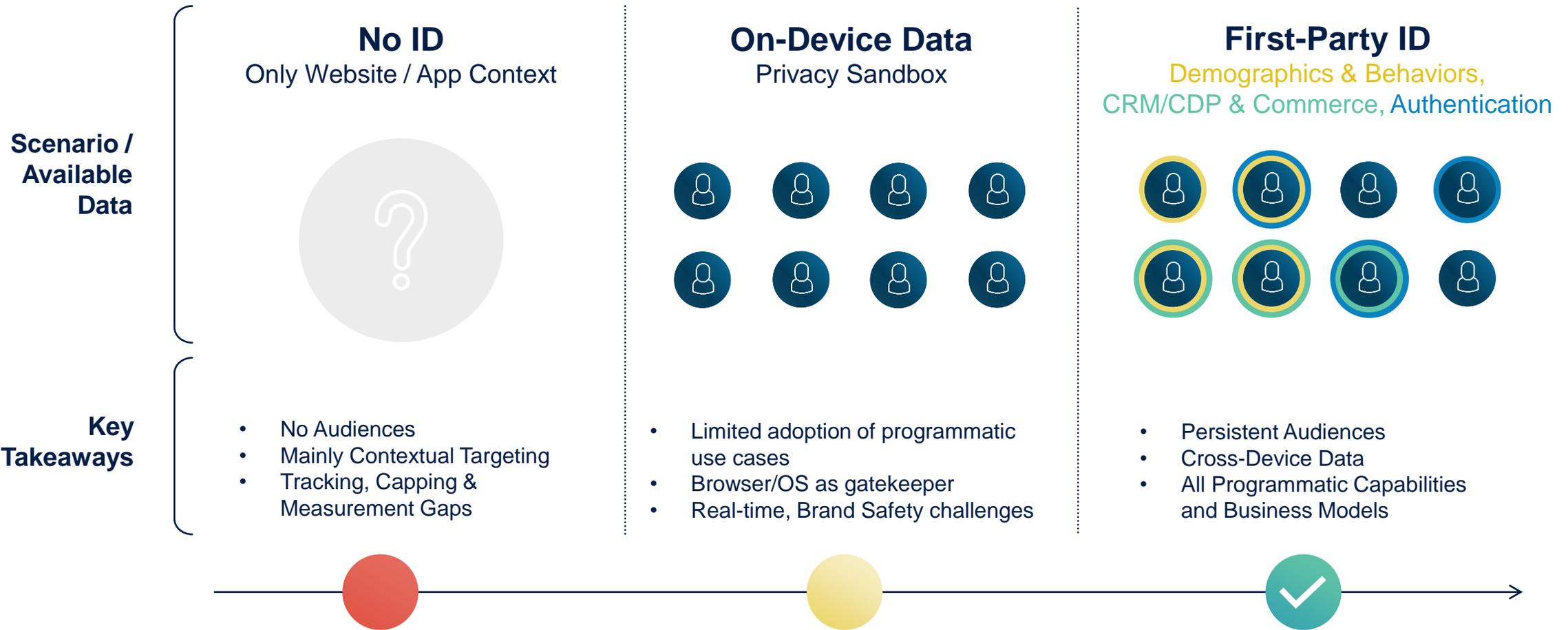
Q&A

1. COOKIELESS ADVERTISING:

CONTEXTUAL VS PERSONALIZED



CONTEXTUAL VS PERSONALIZED ADVERTISING



- First-Party ID will support all of today's and future use cases

2. PRIVACY TRENDS SEEN THROUGH THE CLIENTS' LENS



PRIVACY TRENDS SEEN THROUGH THE CLIENTS' LENS

WHAT DO OUR CLIENTS WANT?



PUBLISHER SPECIFIC

- 1 Clustered data, more control
- 2 Migration to 1st party IDs > ID FUSION
- 3 Limited vendors
- 4 Keep data in the EU and Joint Controllershship

ADVERTISER SPECIFIC

- 1 Increased adoption of TCF
- 2 Migration 1st party IDs > ID Fusion
- 3 Data Strategy > which vendors
- 4 Keep Data in the EU and Joint Controllershship

PRIVACY TRENDS SEEN THROUGH THE CLIENTS' LENS

WHAT DO OUR CLIENTS WANT?



Localization of
data & Keep the
data in the EU



Joint
Controllership



1st party IDs
and ID Fusion



More defined
roles



The future
of TCF

LOCALIZATION OF THE DATA BEYOND DATA TRANSFERS

PRIVACY – IS THE DATA SAFER IN THE EU?

ADFORM

- ✓ EU Personal data stored in the **EU ONLY***
- ✓ No US or foreign jurisdiction arms-length ties
- ✓ Adform not subject to US FISA 702
- ✓ Data Transfers DO NOT happen when transacting on 1st Party IDs
- ✓ Data Transfers on 3rd Party IDS covered by SCC mechanism and Supplementary measures**

OTHERS

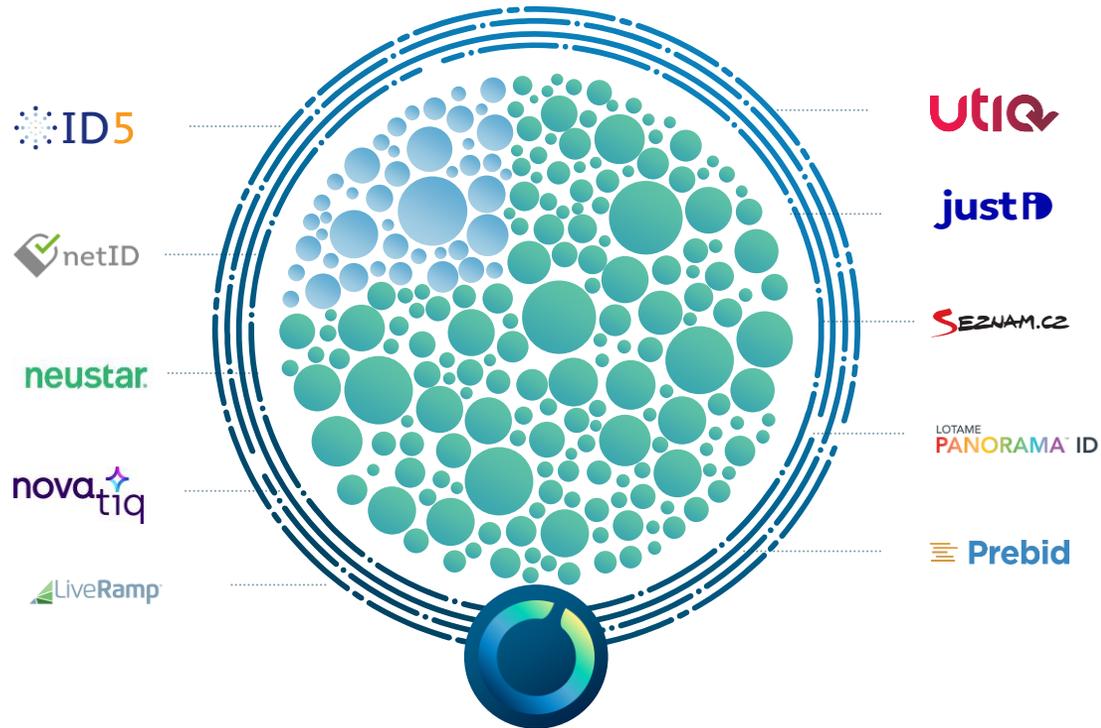
 theTradeDesk®

 xandr

 Meta

 Google

1ST PARTY IDS AND ID FUSION (1/2)



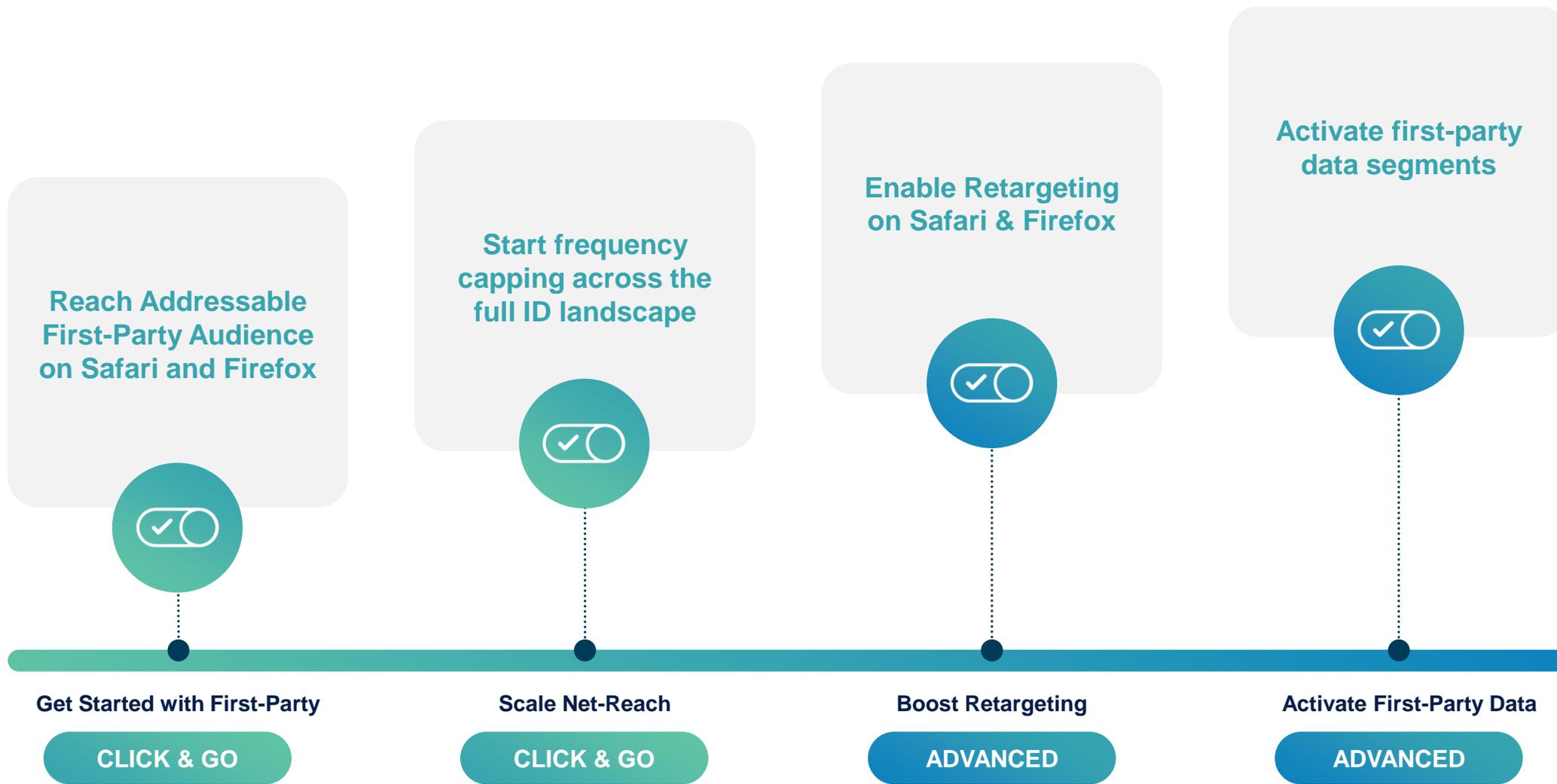
Seamlessly integrate and activate with **the majority** of first-party ID based traffic.

Benefit from support for **more than 40** of the leading ID solutions.

Adform ID Fusion

- Built to solve a **multi-ID world**
- Compatible
- **Scalability**
- **Access to Addressable Audiences** across all Browsers
- For a **privacy-first world**

FIRST-PARTY IDS AND ID FUSION (2/2)



MORE DEFINED ROLES

Joint Controllership

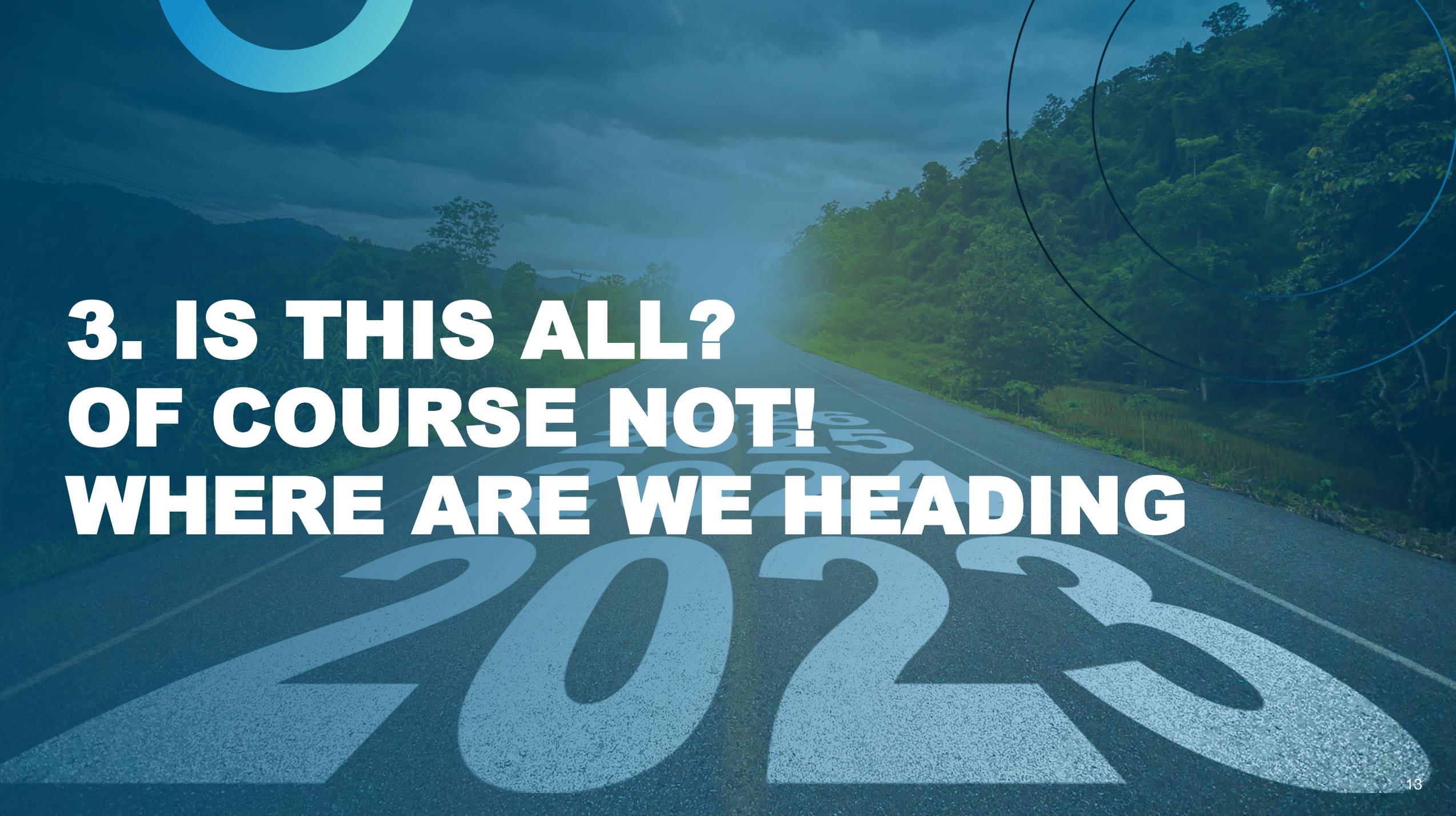
- Creation of an End User personalized advertising profile
- Selection of personalized ads
- Technically delivery of the ads
- Matching and combining of identifiers
- Collection and transmission of the data

Sole Controllership

- Fraud detection and prevention
- Forecasting, measurement and reporting
- Develop and improve products

Processor

- Ads delivery
- Bid optimization
- Audience creation and management
- Ad serving

The image features a road with the year '2023' painted in large, light blue numbers on the asphalt. The road is flanked by green hills and trees. A blue circular graphic is in the top left, and a blue circular outline is in the top right. The text '3. IS THIS ALL? OF COURSE NOT! WHERE ARE WE HEADING' is overlaid in white, bold, sans-serif font.

**3. IS THIS ALL?
OF COURSE NOT!
WHERE ARE WE HEADING**

DIGITAL SERVICES ACT



WHAT IS IT?

The advertiser's and agency show > more transparency about the demand side

WHY?

Each served Ad has to show:

- why the user sees the ad
- who paid for the ad
- how and where can user can opt-out

WHEN?

As of February 2024

HOW TO BECOME COMPLIANT?

IAB DSA Approach
EDAA DSA Approach

ESG MEETS PRIVACY

REDUCE OUR OWN CARBON FOOTPRINT

97.8% of Adform's data centers are powered by sustainable energy

HELP REDUCE ADVERTISING EMISSIONS

Adform's integration with Scope3 provides our clients the option of buying more sustainable advertising at scale.

SUPPORTING A MORE SUSTAINABLE INDUSTRY

Adform work closely with key industry initiatives such as the IAB EU sustainability board and AD Net Zero to establish industry standards

INTEGRITY AT OUR CORE

Adform has a long-standing history of advocacy for transparency and clean practices. Participated in both ISBA I and ISBA II as well as commissioned PwC to validate Adform FLOW and ID Fusion

DATA PROTECTION & PRIVACY BY DESIGN

Data control and privacy for our clients and consumers
Data minimization at the core

DEFEND THE OPEN WEB

Adform believes the internet should be an open and safe communication platform. Validated by MRC viewability measurement and certified by TAG against Fraud and Malware



STRONG VALUES WITH OUR GUIDING PRINCIPLES

Our 7 guiding principles lay the foundation for Adform to provide equal opportunity for recruitment and career growth

GENDER INCLUSION

Adform is recognized as a European diversity leader by the Financial Times (2022 and 2023)

GREAT PLACE TO WORK

Adform reached an average eNPS* of 24 in 2022, +14pts year over year

*employee Net Promoter Score

COOKIE PLEDGE – ANOTHER COOKIE?



WHAT IS IT?

A globalised automated solution could help in the simplification of users' consent.

WHY?

Consent fatigue

WHEN?

2023-2024

TCF V2.2 QUICK SNAPSHOT

(LAST UPDATE AUGUST 9TH, 2023)

Timeline (via IAB Europe)



Tips for TCF Participants to prepare for v2.2

Vendors

- Make sure you retrieve the TC String in real-time
- Review your TCF registration to provide additional information and review legal bases for Purposes 3-6
- Publish the Legitimate Interest at stake by June 30th, 2023
- Complete compliance assessment questionnaire by July 31st, 2023

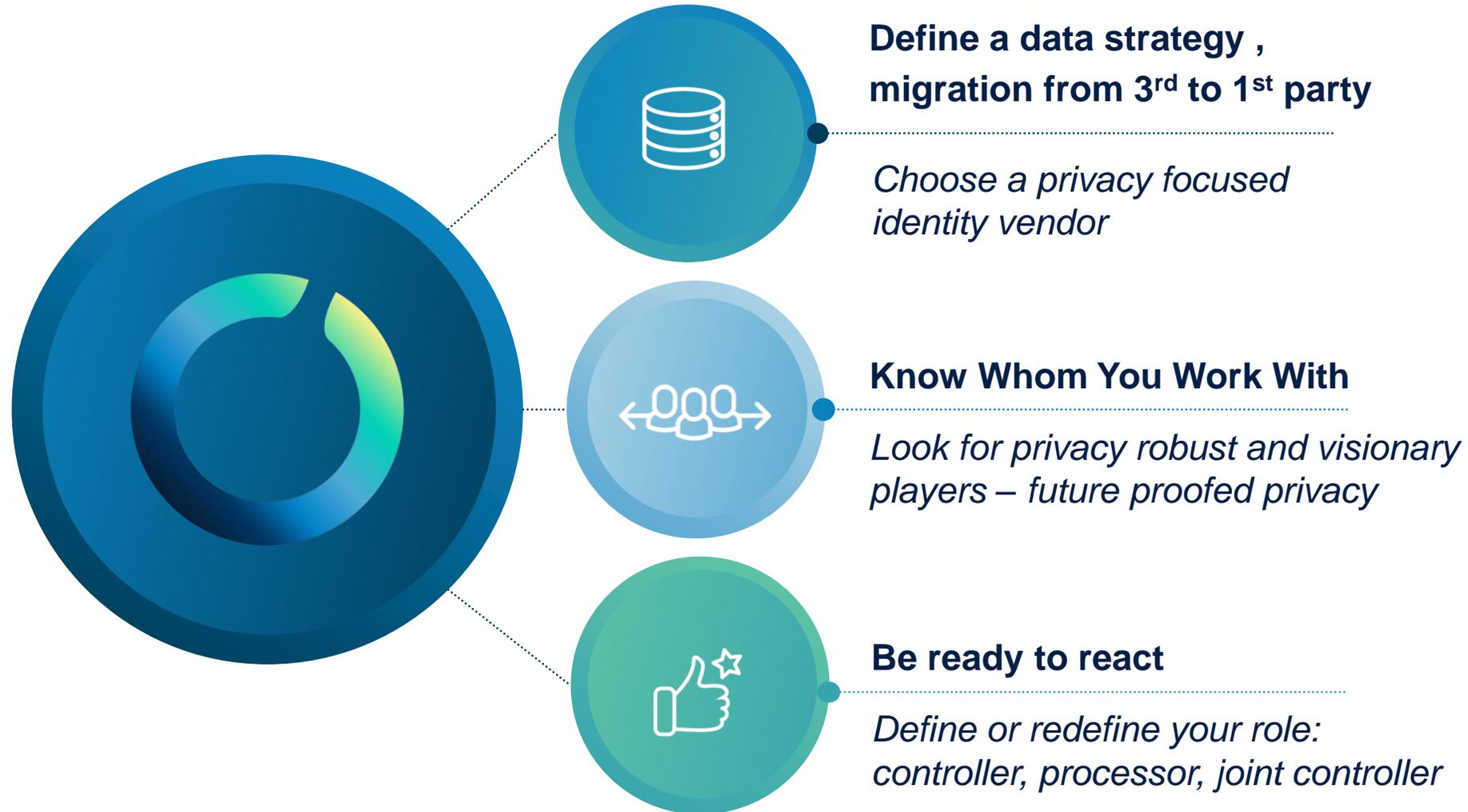
Publishers

- Make sure the CMP – User can exercise preferences can be easily resurfaced by users (e.g. from the bottom of each webpage)
- Review and reduce the list of Vendors for which they establish transparency & consent

CMPs

- Ingest the new version of the GVL that contains more information about Vendors
- Build new user-facing disclosures in CMP UIs

SO – WHAT IS THE TAKEAWAY FOR A MODERN MARKETEER?





QUESTIONS?

THANK YOU!



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