EDAA Summit 2017 | 28 November | London, UK

Working together to ensure Transparency, Choice and Control for European Citizens

DMG Media – GDPR and Consent

Who are DMG Media?

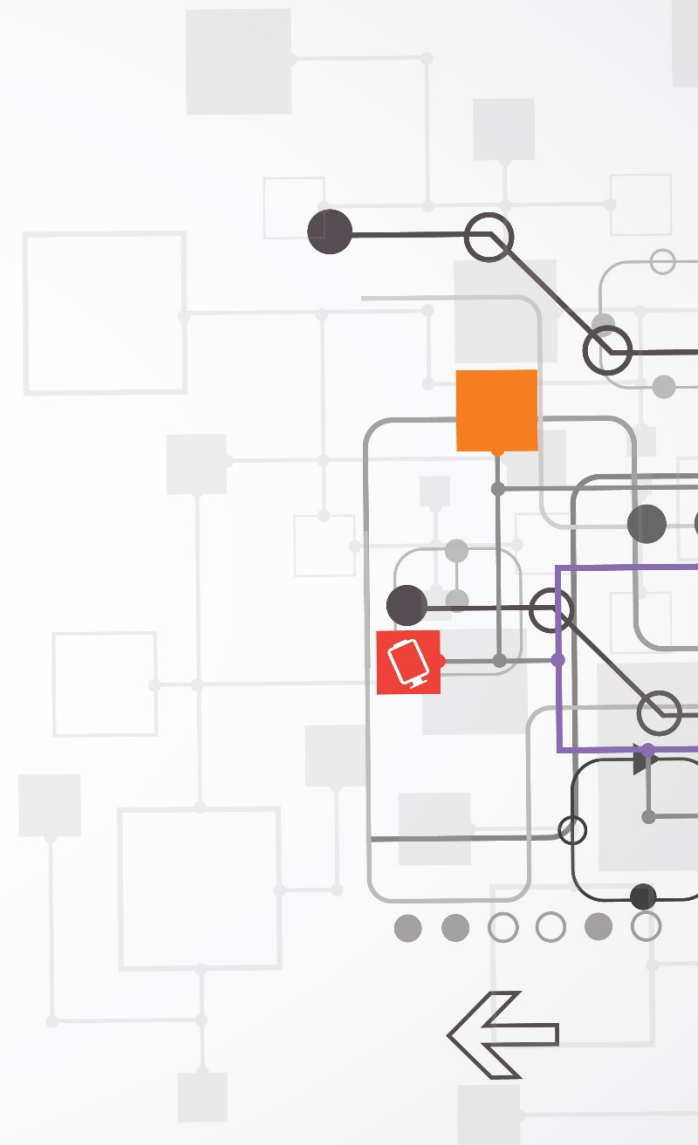Our brands include:

Mail Online

METRO

Daily Mail

Operate the largest English-speaking newspaper website in the world

Key Themes

1. **Consent**
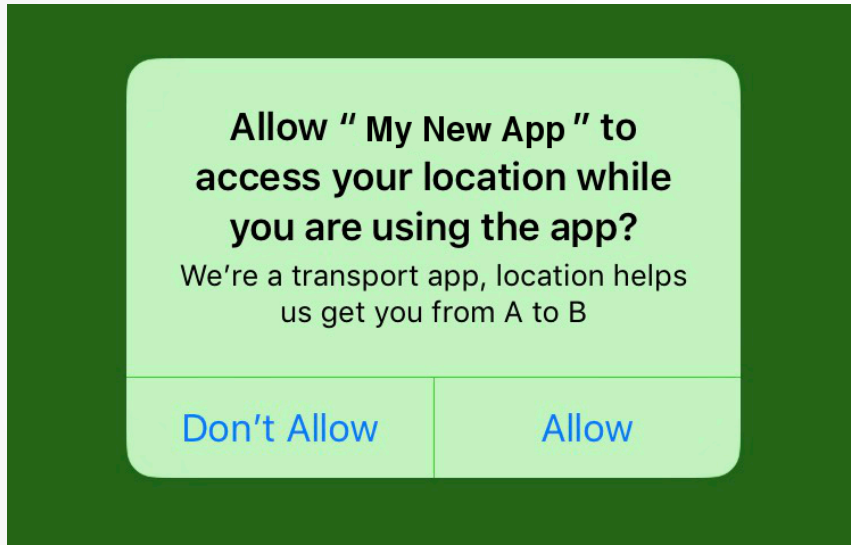Asking permissions from consumers to use their data

2. **Transparency**
 Showing what data is being used where

3. **Control/Choice**
Being able to alter permissions depending on a user's preferences

Asking for Permission

Allow " My New App " to
access your location while
you are using the app?
We're a transport app, location helps
us get you from A to B

Don't Allow   Allow

Industry can learn from how Apps ask permission

The App explains **what** it intends to do with the data

App creators are responsible for **who** processes the data

Consumers can't be expected to understand consent to a company they've never heard of
(but should be able to find them and opt-out should they want to)

Asking for Permission – in Practice

Consents should be for what they understand – but not so broad that they lose trust

An "Advertising" permission would give us no commercial opportunity if someone said no

Website Ad Personalisation

Cross-Website Ad Personalisation

Re-Advertising Products You've Seen

Asking for Permission – in Practice

Publishers have a Duty to Consumers

Publishers need to be able to select which ad-technologies receive consent

Consent shouldn't be gathered for technologies publishers don't trust

Gathering permissions for all technologies on all websites may leave the publisher accountable for the decision

Building a Consent Tool

Each publisher's consumers are different – a publisher should react to it's consumers preferences

Flexibility is foremost – there must be the ability to add new permissions in future

Treating consumers differently who have opted-out to those who haven't opted-in
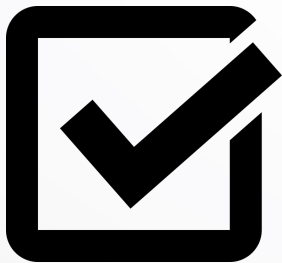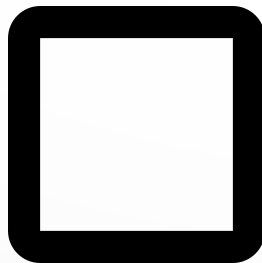
vs.   vs.
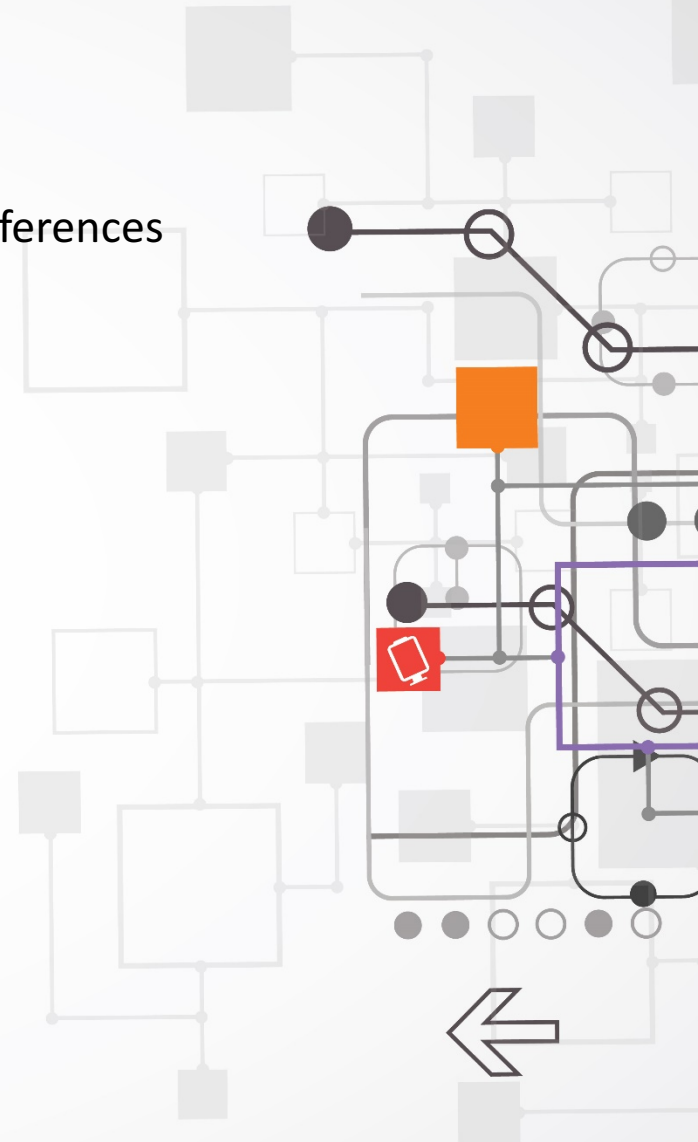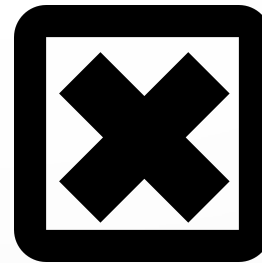
Opting-Out Example

DO NOT want:

1. User opts-in on site A to all forms of advertising
2. Visits site B and has a bad experience of intrusive advertising – user opts-out
3. Site A barrages the user for consent to all forms of advertising
4. User is stuck in a flow of opting in and out

DO want:

1. User opts-in on site A to all forms of advertising
2. Visits site B and has a bad experience of intrusive advertising – user opts out
3. Site A sees user dislikes intrusive advertising – offers a less intrusive alternative
4. Site A dictates if/when is sensible to increase intrusiveness
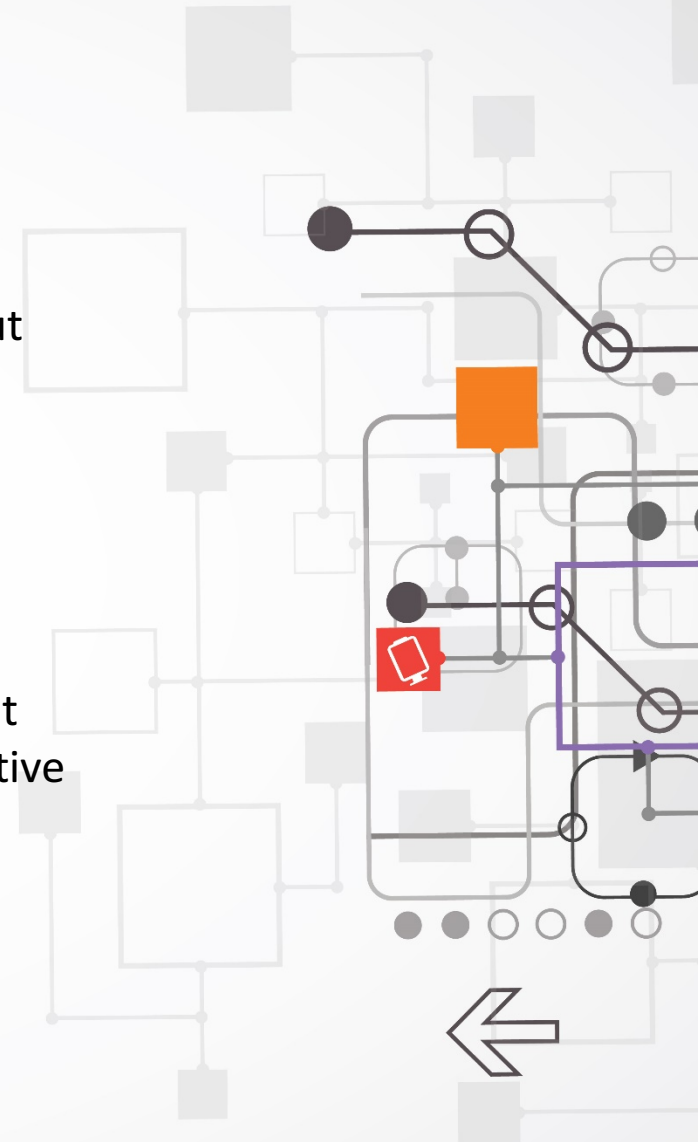
Consent Layering

Hierarchical consents allow for publishers to commercialise as best they can

Better to have half of something than the whole of nothing

Ads — **All Ad Personalisation**

Re-Advertising Products You've Seen

Cross-Website Ad Personalisation

Website Ad Personalisation

More Trust

Less Trust

Setting a Standard for Consent

Ad-Tech needs Publishers to…

Decide which consent to gather and which technologies should process the data

Publishers need Ad-Tech to…

Standardise communication of consent so that permissions can be passed to intermediaries

Publishers and Ad-Technologies can't work on this independently
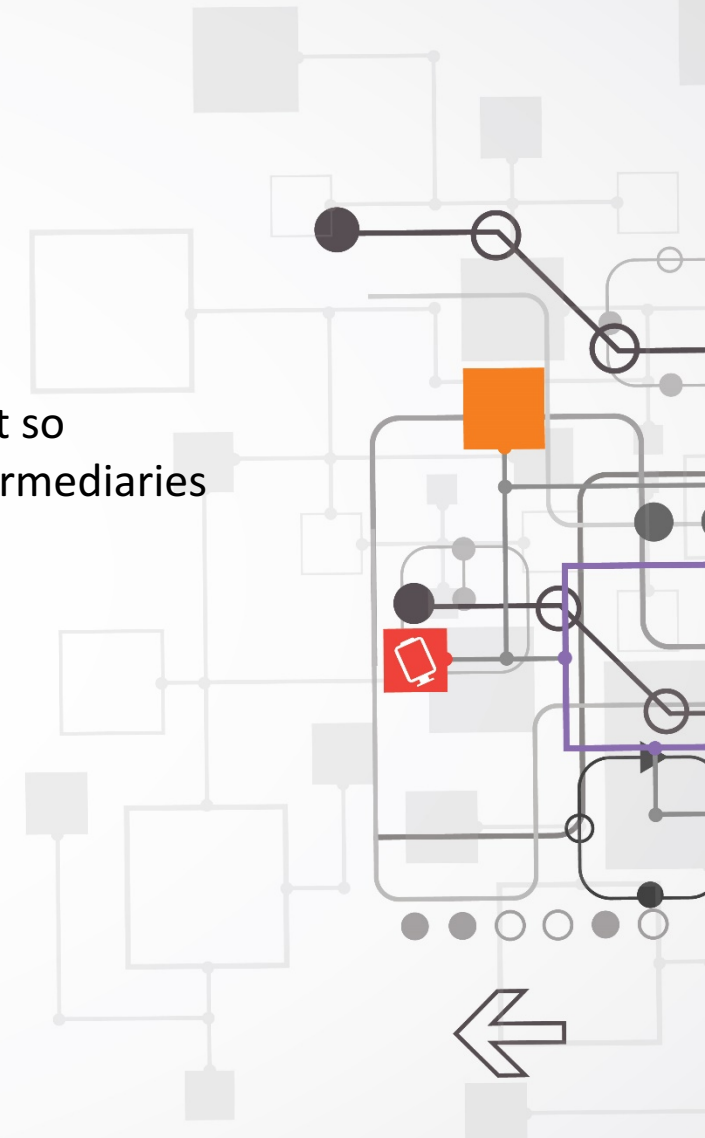
How did my Ad get served?

If permissions are hierarchical…

…and are passed through bid-requests to intermediaries…

… can intermediaries state which permissions were directly used in serving the ad?

Allowing users to opt-out of **specific permissions**

How did my Ad get served?

Ad Served Via:

Website Ad Personalisation

Technologies Involved:

Tech A		Ad Server	INFO
Tech B		Ad Exchange	INFO
Tech C		Samsung DSP	INFO

Advertiser:

| **Samsung** | | Technology | INFO |

Website X

Cookie Policy | Feedback   Like 10M   Follow @MailOnline   DailyMail   Thursday, Mar 30th 2017 10PM 11°C 1AM 11°C **5-Day Forecast**

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Latest headlines | World News | You mag | Event | Books | Promos | Rewards | Mail Shop | Property | Motoring | Columnists | Discounts   Login

Ad-Trace

Advert

Advert

Advert

Ad-Trace Clicked

'Six children have lost their parents': Tragedy as five members of the SAME family are killed in Snowdonia helicopter crash on way to christening - including millionaire couple who owned the aircraft

Controlling Consumer Consent

Principle of YourOnlineChoices is to allow for consumers to have control...

...but changing preferences by tech company is difficult for consumers

If publishers and ad-tech agree on a shared set of permissions...

...then consumers can make **an informed choice** regarding their consent

Controlling Consumer Consent

Advertising Options

ORDER BY: **Website** | Ad Tech

Website Ad Personalisation   INFO

Website A   Visits: 9 this week   INFO

-    Tech A   INFO

-    Tech B   INFO

Website B   INFO

Cross-Website Ad Personalisation   INFO

Re-Advertising Products you've seen   INFO

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Controlling Consumer Consent

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- Website B — INFO

Cross-Website Ad Personalisation — INFO

Re-Advertising Products you've seen — INFO

INFO Clicked

INFO Clicked

INFO Clicked

Website Ad Personalisation

Websites use visitation information from their site to understand your interests. Ads are then tailored to these interests.

E.g. You visit sport frequently, you will be targeted with sportswear

Website A
Website Ad Personalisation

Website A uses information on which site-sections and categories of content you prefer, to show personalised ads.

E.g. You visit TV & Showbiz channel, you are then show ads for upcoming TV shows

Tech A
Website Ad Personalisation

Tech A helps websites to show advertising that is based around your interests on their site.

E.g. You like reading sports, so we find an advertiser who wants to show a sport ad

Shared Responsibility

Ad-Tech and Publishers need to develop a system that:

- Puts consumers first but makes them aware of a value exchange

- Is flexible enough for publishers to tailor it to their own consumers