



DATA GOVERNANCE & CONSUMER PRIVACY



THIS WEBINAR WILL START SHORTLY



Jonas Jaanimagi
Technology Lead
IAB Australia





DATA-DRIVEN DIGITAL ADVERTISING

14.05.2020

RESPONSIBLE & EFFECTIVE USE OF DATA

21.05.2020

DATA GOVERNANCE & CONSUMER PRIVACY

28.05.2020

IDENTITY, PROJECT REARC & PRIVACY SANDBOX

Today's Participants



Yun Yip
VP & Country Manager
AUNZ - MediaMath



Anna Johnston
Principal
Salinger Privacy



Angelo Sinibaldi
Director - Data Products
Nine



Ben Sharp
Regional Sales Director
Salesforce



PRIVACY LANDSCAPE 2020



Anna Johnston
Principal
Salinger Privacy

SalingerPrivacy



The IAB Data Council was convened in 2018 to provide the industry with education on the definitions and management of data, as well as applicable information around the execution, usage and interrogation of data commonly used in digital advertising. One of the primary goals of the Data Council is to understand and quantify industry-level and organisational applications of audience data, campaign data and analytics data used in the digital advertising ecosystem and disseminate those learnings to the wider industry. The council also aims to establish best practices and guidelines on the effective uses of data for Australian businesses and for the particular marketing functions for which that data will be used.

IAB Data Council member companies include:



DIGITAL DATA BEST PRACTICE HANDBOOK

APRIL 2017

2020 Data Primer – key content

- Different Types of Data
- Guidance on Data Collection & Data Management
- Guidance on Data Usage, Governance & Consumer Privacy
- Guidance on Digital Attribution

Data Label

who

what

how

where

AFL CONTENT AUDIENCE

DATA TRANSPARENCY FACTS

Data Provider Name: Audience 360
 Data Provider Contact: info@audience360.com.au

AUDIENCE SNAPSHOT

Branded Name: AFL Fans
 Standard Segment Name: Interest | Sports | Australian Rules Football
 Audience Description: Loyal AFL content consumers
 Geographies: Australia

AUDIENCE CONSTRUCTION

Audience Count: 1,345,160
 Precision Level: Individual
 Activation ID(s): Cookies & Mobile IDs
 Audience Expansion: No
 Cross-device Expansion: No
 Audience Refresh Cadence: Daily
 Event Lookback: 30 days

DATA SOURCE

Source ID Description: Consumers that have visited the afl.com.au website, or used the official AFL app, at least 3 times within the past 30 days
 Source ID Contribution: 1,345,160
 Precision Level: Individual
 ID Key: Cookies & Mobile IDs
 Source Event: App Usage / Web Usage
 Inclusion Method: Observed / Known
 Source Refresh Frequency: Daily
 Event Lookback Window: 30 days

1

WHO
 Provided the
 Data Segment



2

WHAT
 Audience
 Segment the
 Label Describes



3

HOW
 The Segment
 was Constructed



4

WHERE
 The Original Data
 Components
 were Sourced



The screenshot shows the DataLabel.org website interface. At the top left, there is a green checkmark icon and the text 'DataLabel.org'. In the top right corner, there is a blue button labeled '+ Provide Feedback'. Below the header, there are two radio buttons for 'Group by': 'Provider Name' (selected) and 'Standard Name'. A search bar is located to the right of these buttons. A blue button with a left-pointing arrow says 'Select up to 3 to compare'. The main content area is titled 'Dstillery' and contains a table with the following columns: 'Standard name', 'Size', and 'Data Label'. Each row in the table includes a 'View Details' link with a green checkmark icon.

	Standard name	Size	Data Label
Active Credit Card Researchers	Finance and Insurance	3,400,000	View Details
Active Health Insurance Researchers	Finance and Insurance	3,300,000	View Details
Active Soccer Enthusiasts	Sports	5,500,000	View Details
Business Travelers	Travel and Tourism	3,000,000	View Details
College Football Fans	Sports	2,700,000	View Details
Financial Investors	Personal Finance	6,400,000	View Details
Golf Enthusiasts	Sports	2,900,000	View Details
Home Buyers	Real Estate	2,400,000	View Details
In-Market Baby Products Shoppers	Consumer Packaged Goods	6,800,000	View Details
In-Market Cable TV	Business and Industrial	3,700,000	View Details
In-Market Cruise Travel	Travel and Tourism	5,600,000	View Details
In-Market Mobile Phone Shoppers	Business and Industrial	3,400,000	View Details

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**Submission from the Interactive
Advertising Bureau (IAB) Australia**

**Response to the ACCC Digital Ad
Tech Inquiry Issues Paper**

April 2020

AUSTRALIAN DIGITAL ADVERTISING PRACTICES



AANA

iab.
australia

mFA
media federation of australia

DATA GOVERNANCE CHECKLIST

1. HAS THE DATA BEEN GATHERED WITH GENUINE CONSENT?
2. WHO OWNS THE DATA SET?
3. WHERE IS THE DATA STORED?
4. HOW HAS THE DATA SET BEEN CONSTRUCTED?

CONSUMER PRIVACY CHECKLIST

1. MANAGE CONSUMER CONSENT AND CONTROL
2. CHAMPION THE USER EXPERIENCE
3. PROACTIVELY MANAGING PRIVACY PROTECTIONS
4. PRACTICE DATA MINIMISATION
5. ENSURE COMPLIANCE WITH DATA BREACH LAWS
6. MANAGE DATA PROTECTIONS IN YOUR ADVERTISING TECH STACK
7. ENSURE DATA IS SOURCED ETHICALLY & TRANSPARENTLY

PRIVACY Q&A



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THURSDAY 28 MAY
11 AM - 12 PM

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