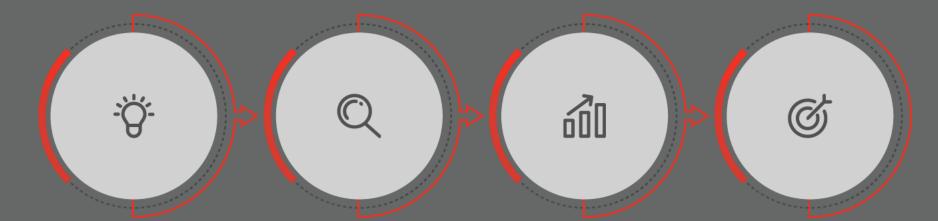


DATA GOVERNANCE & CONSUMER PRIVACY



THIS WEBINAR WILL START SHORTLY



Jonas Jaanimagi Technology Lead IAB Australia



28.05.2020 **IDENTITY, PROJECT REARC & PRIVACY SANDBOX**

21.05.2020 **DATA GOVERNANCE & CONSUMER PRIVACY**

14.05.2020 **RESPONSIBLE & EFFECTIVE USE OF DATA**



DATA-DRIVEN **DIGITAL ADVERTISING**

Today's Participants









Yun Yip VP & Country Manager AUNZ - MediaMath Anna Johnston Principal Salinger Privacy

Angelo SinibaldiBen SharpDirector - Data ProductsRegional Sales DirectorNineSalesforce

MediaMath





sales*f*orce

PRIVACY LANDSCAPE 2020



Anna Johnston Principal Salinger Privacy





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:





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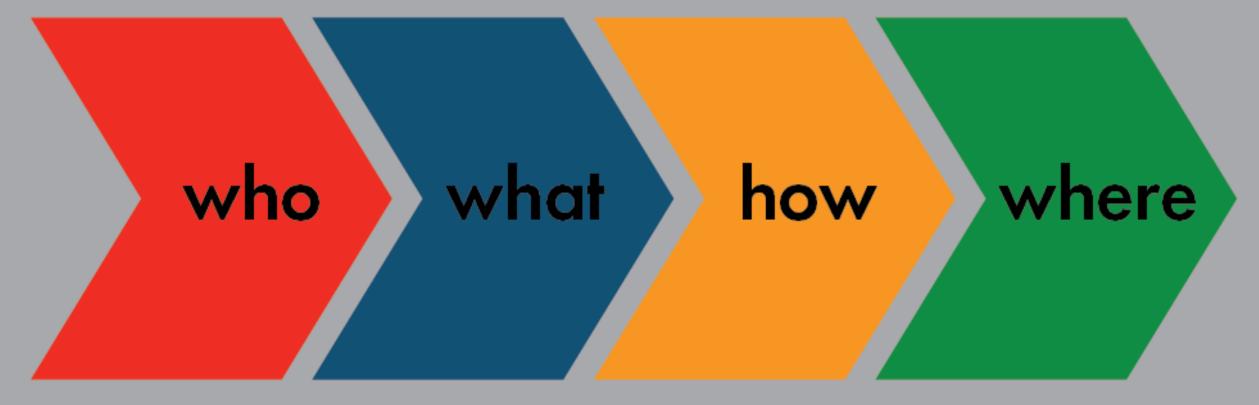
DIGITAL DATA BEST PRACTICE HANDBOOK APRIL 2017



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

iab Data Label







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



4 WHERE The Original Data Components were Sourced

2

WHAT

Audience

Segment the

Label Describes

DATA GOVERNANCE & CONSUMER PRIVACY

	DataLabel.org	Group by: OProvider Name Standard Name		
Ŧ	Select up to 3 to compare	Standard name	11 Size	Data Label
	Dstillery			
-	Active Credit Card Researchers	Finance and Insurance	3,400.000	O View Detai
	Active Health Insurance Researchers	Finance and Insurance	3,300,000	View Detai
	Active Soccer Enthusiasts	Sports	5,500,000	O View Detai
	Business Travelers	Travel and Tourism	3.000,000	O View Detai
	College Football Fans	Sports	2,700,000	View Detai
	Financial Investors	Personal Finance	6,400,000	O View Detai
	Golf Enthusiasts	Sports	2,900,000	O View Detai
	Home Buyers	Real Estate	2,400,000	O View Detai
	In-Market Baby Products Shoppers	Consumer Packaged Goods	6,800,000	O View Detai
	In-Market Cable TV	Business and Industrial	3,700,000	View Detai
	In-Market Cruise Travel	Travel and Tourism	5,600,000	O View Detai
	In-Market Mobile Phone Shoppers	Business and Industrial	3.400.000	O View Detai

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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



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

VERSION 2 OF THE AUSTRALIAN DIGITAL ADVERTISING PRACTICES WILL BE RELEASED IN JUNE 2020



PRIVACY Q&A









Yun Yip VP & Country Manager AUNZ - MediaMath Anna Johnston Principal Salinger Privacy

Angelo SinibaldiBen SharpDirector - Data ProductsRegional Sales DirectorNineSalesforce

MediaMath









THURSDAY 28 MAY 11 AM - 12 PM

IDENTITY, PROJECT REARC & PRIVACY SANDBOX

