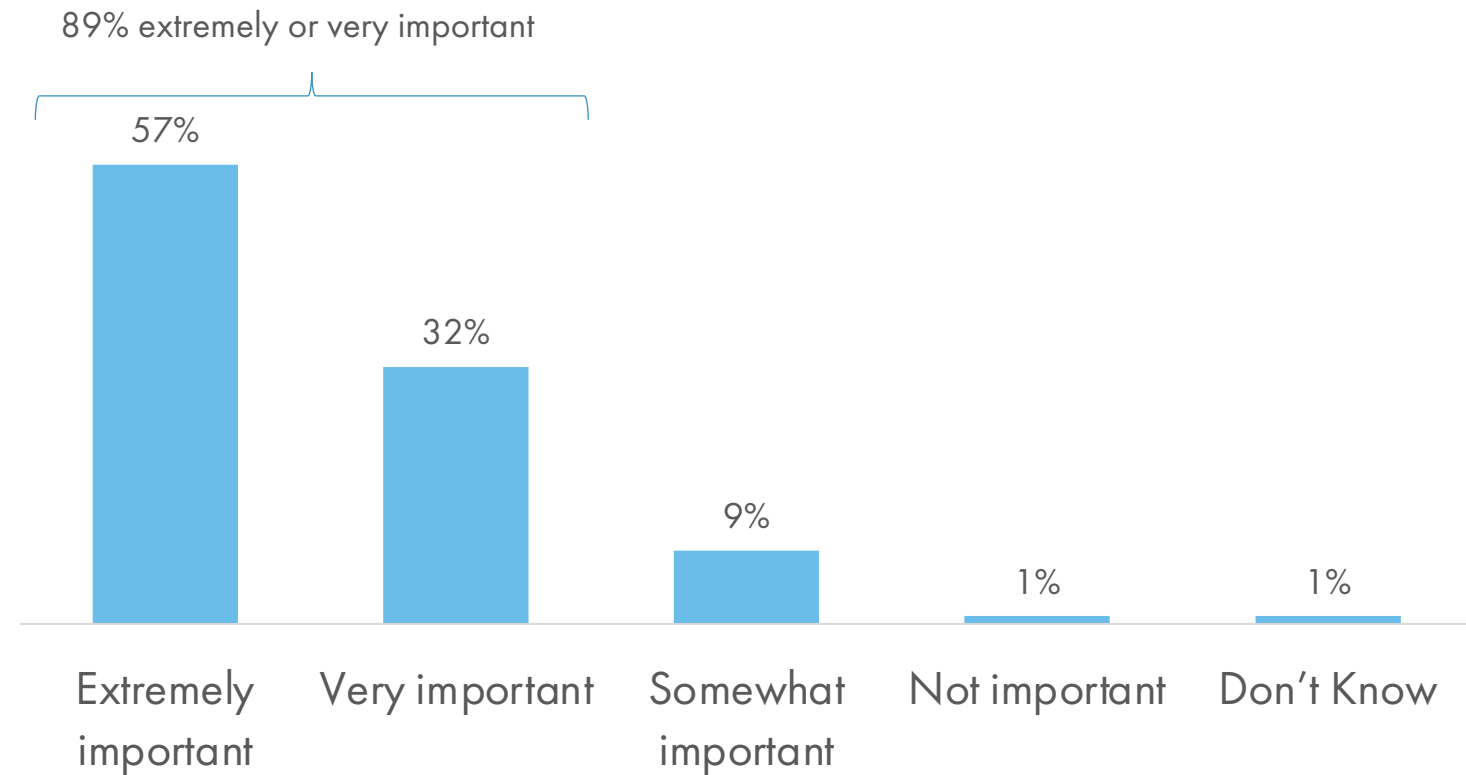# Importance of privacy when choosing a digital content or service provider
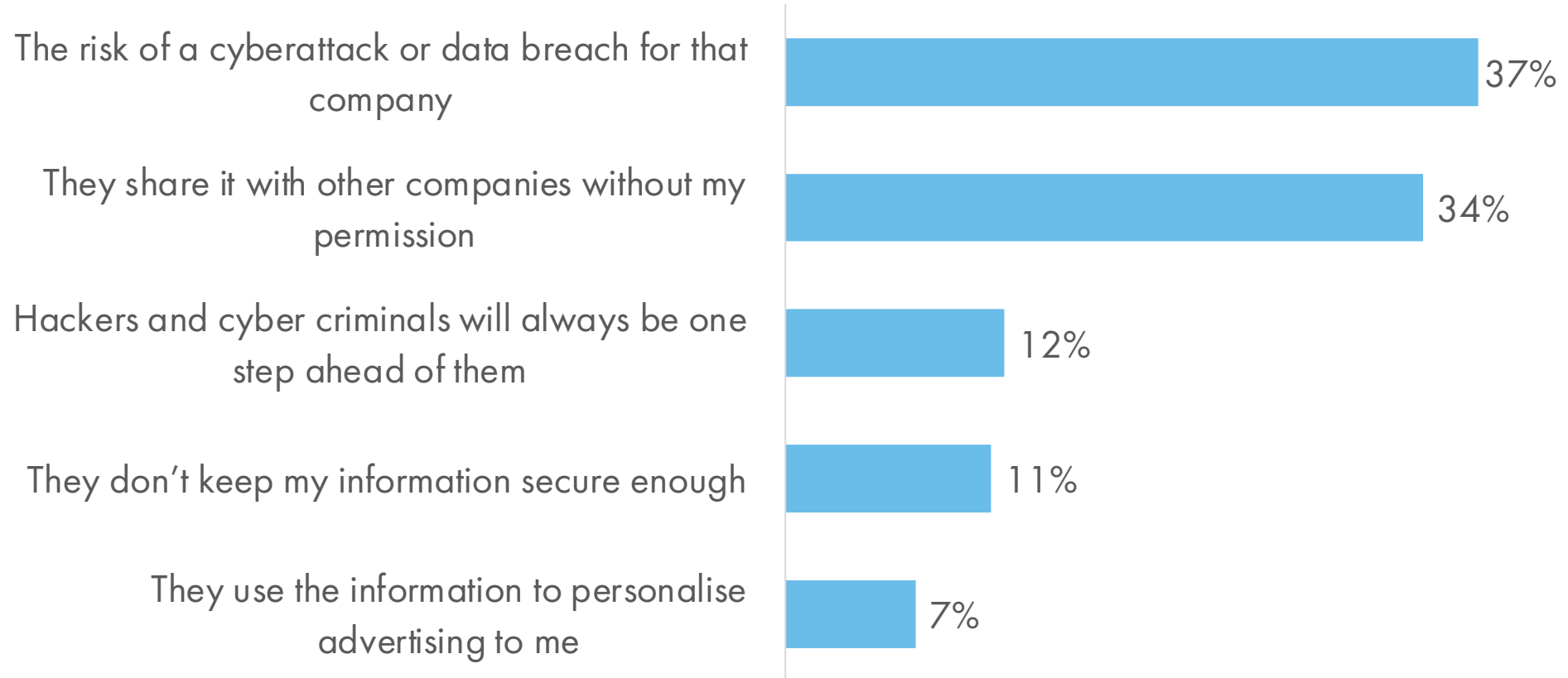
Nearly all Australians think privacy is important when choosing a digital content or service provider.

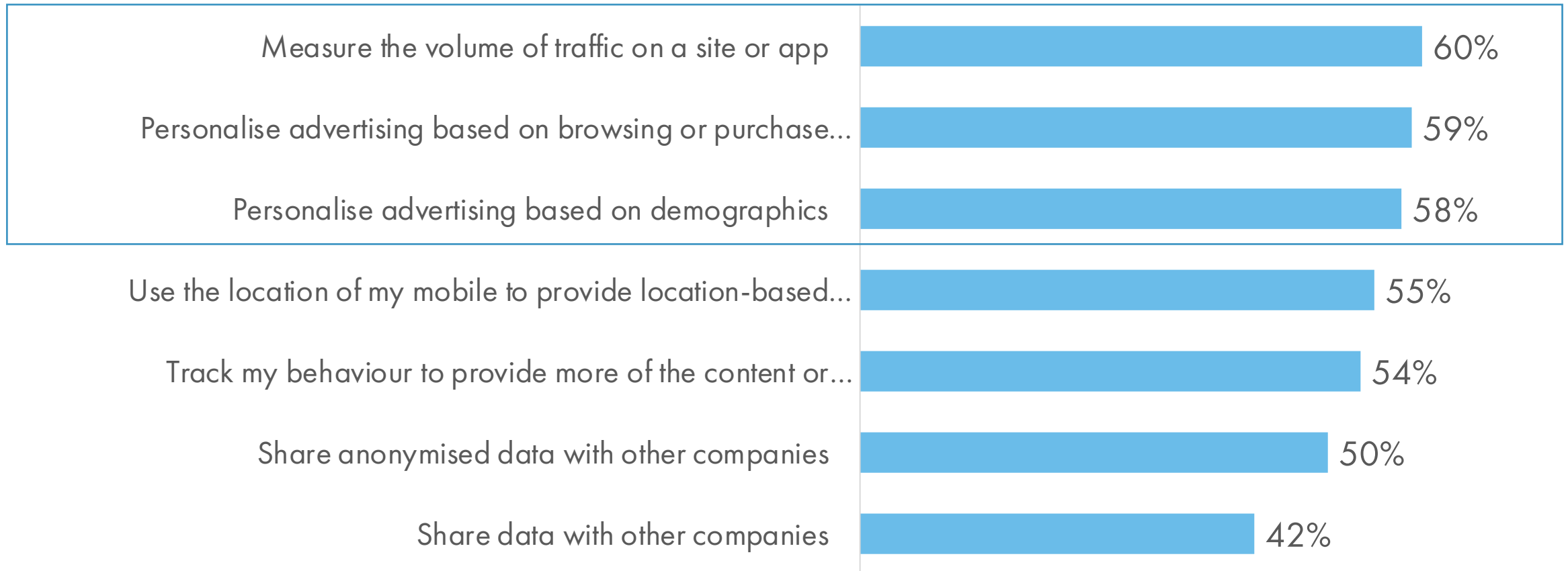**Importance of privacy of information and data when choosing a digital content or service provider**

89% extremely or very important

Extremely important	Very important	Somewhat important	Not important	Don't Know
57%	32%	9%	1%	1%

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Data breach and data sharing are the main concerns

Main concern about how companies use data they collect about people

Concern	%
The risk of a cyberattack or data breach for that company	37%
They share it with other companies without my permission	34%
Hackers and cyber criminals will always be one step ahead of them	12%
They don't keep my information secure enough	11%
They use the information to personalise advertising to me	7%

There is a level of expectation for the purposes of data collection

**Level of expectation of the purposes for data collection
% high or some expectation**

Measure the volume of traffic on a site or app	60%
Personalise advertising based on browsing or purchase...	59%
Personalise advertising based on demographics	58%
Use the location of my mobile to provide location-based...	55%
Track my behaviour to provide more of the content or...	54%
Share anonymised data with other companies	50%
Share data with other companies	42%

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Willingness to share some personal data in exchange for benefits

77%

willing to share some personal information with an **online content provider** to be able to continue to access content for free or at low cost.

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What is Data Collaboration?

1. Enabling data assets internally

2. Integrating and Enriching data assets with External Strategic Partners

3. Authentication, Quality Assurance & Validation

4. Generating value from data assets via Activation

5. Measurement & Attribution

6. Regulatory Compliance, Privacy & Security

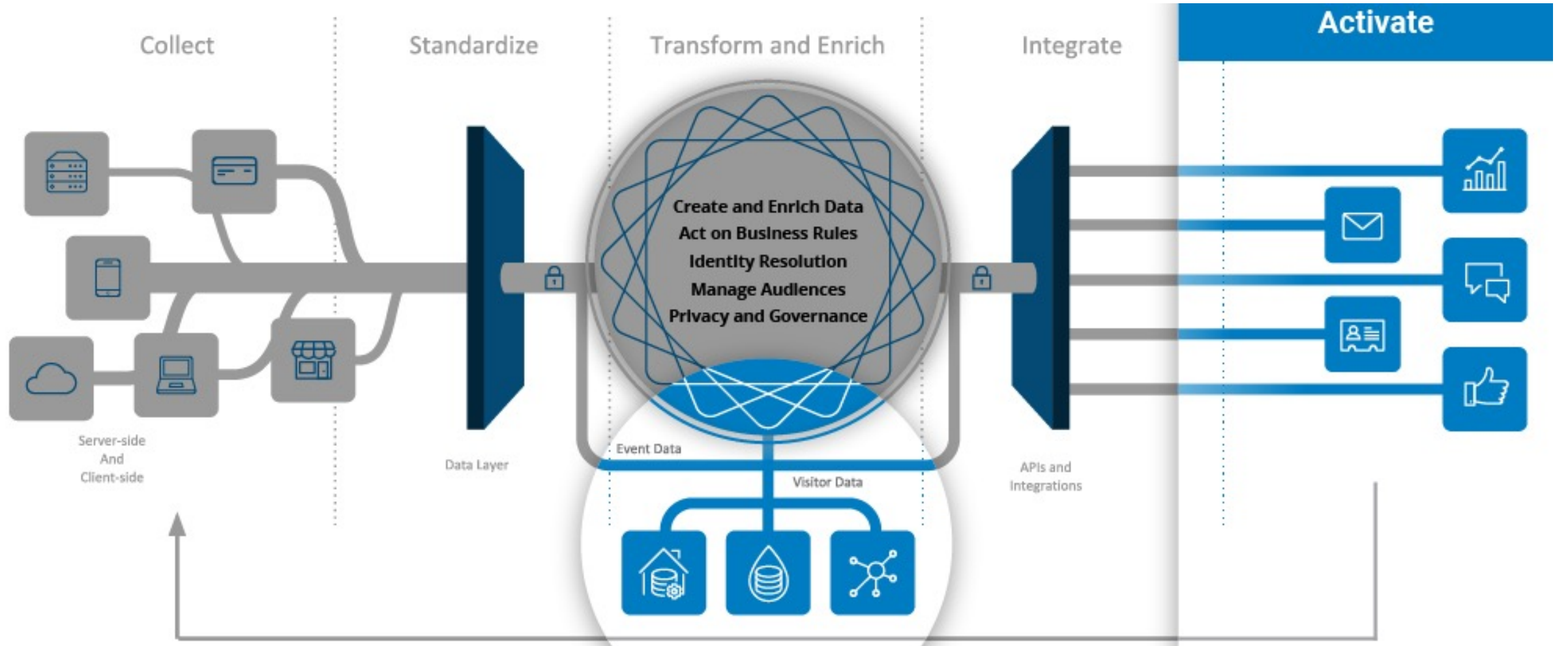# Reviewing Capabilities from End to End

Collect — Standardize — Transform and Enrich — Integrate — **Activate**

Create and Enrich Data
Act on Business Rules
Identity Resolution
Manage Audiences
Privacy and Governance

Server-side And Client-side

Data Layer

Event Data

Visitor Data

APIs and Integrations

image source: tealium.com

Reviewing the Entire Category of Solutions

DMP

- Third party data

- Probabilistic customer profiles

- Data is anonymized and aggregated

- Better suited for acquisition advertising that doesn't require 100% accurate individual customer profiles

- Collect customer and event data

- Help build a data-backed understanding of your customer base that can be operationalized through various downstream activation and analytics tools

CDP

- First party data

- Deterministic customer profiles

- Data tied to individuals with identity resolution

- Best for personalization, retargeting, and other engagement and retention initiatives

image source: mparticle.com

Recommendations, Considerations & Best Practices

OBJECTIVES AND REQUIREMENTS

Do you have clear objectives and business requirements to identify the right solution?

FUNCTIONALITY	TECHNOLOGY	RISK	PEOPLE	GOVERNANCE
Does the solution fit within your current and future use cases?	**Does the solution fit within your current and future technology landscapes?**	**Does the solution provide security and privacy protections to meet your risk posture?**	**What people will you require to implement, use or support the technologies?**	**Can the solution co-exist and support your legal and governance processes?**

VALUE REALISATION

Can the value of the solution and use cases be demonstrated and realised easily?

image source: dataco.ai

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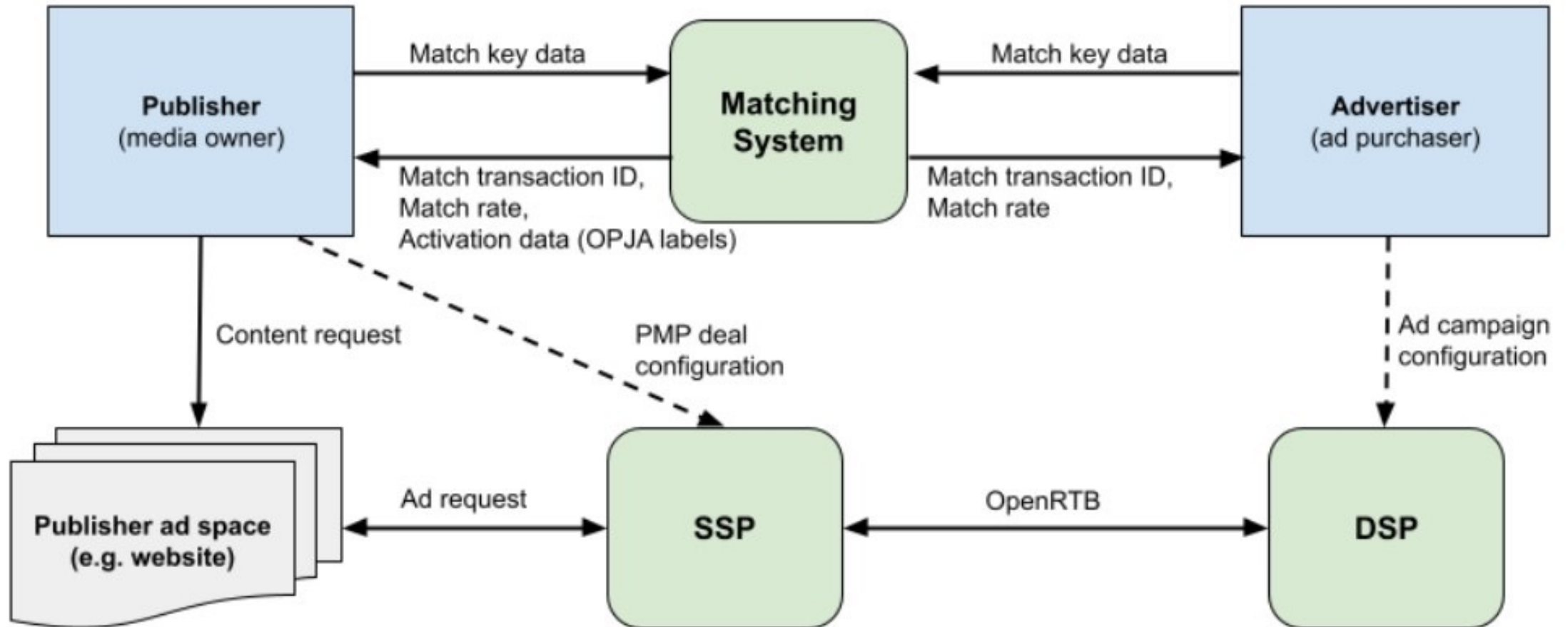# IAB Tech Lab's Data Clean Room Interoperability Standards

image source: iabtechlab.com

Business questions that can be addressed via Data Collaboration

- **What is the combined reach / frequency of my media buy - across partners?**

- **Which media channel or partner is driving the most incremental reach or conversions?**

- **What is our optimal cross-screen frequency?**

- **Are some consumer types more or less responsive to media?**

- **How do my DSP partner and Media partners contribute to driving sales?**

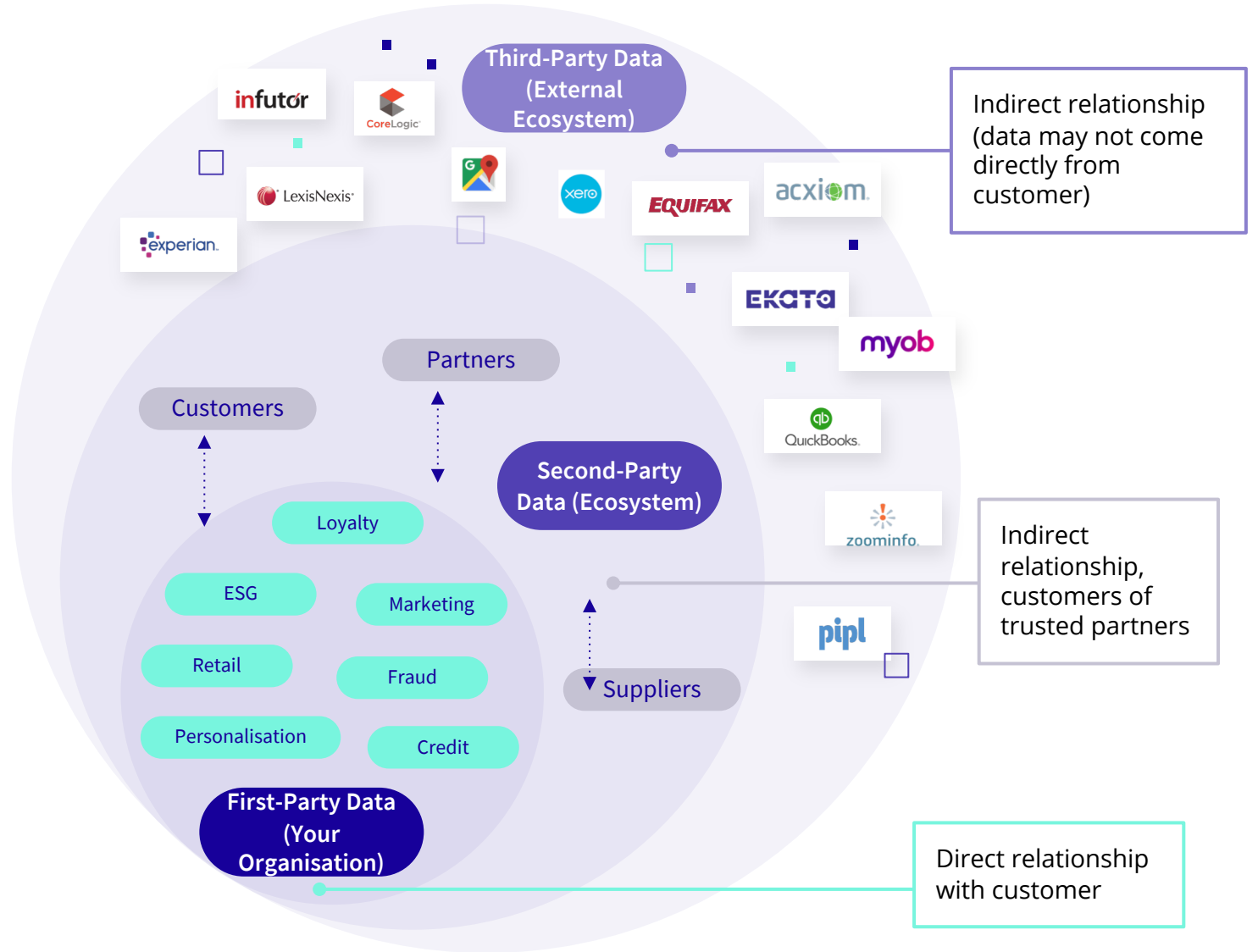- **Are there portions of my cross-screen campaign presenting more or less opportunity?**

Data Ecosystems

Organisations rely on data from various sources to meet expectations for personalised, frictionless services

Third-Party Data (External Ecosystem)

infutor
CoreLogic
LexisNexis
experian.
Google Maps
xero
EQUIFAX
acxiom
EKATA
myob
QuickBooks.
zoominfo.
pipl

Second-Party Data (Ecosystem)

Partners

Customers

Loyalty

ESG
Marketing

Retail
Fraud

Personalisation
Credit

Suppliers

First-Party Data (Your Organisation)

Indirect relationship (data may not come directly from customer)

Indirect relationship, customers of trusted partners

Direct relationship with customer

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Different data collaboration solutions have emerged to meet changing needs for the different data ecosystems

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Customer Relationship Management (CRMs)

How do I track and manage customers through sales experiences
(1st Party - PII data)

Data Management Platforms (DMPs)

How do I create enriched, customer profiles for marketing?
(3rd Party - anonymised data)

Customer Data Platforms (CDPs)

How do I create a consolidated view of customers all interactions?
(1st Party + 2nd / 3rd Party)

90s ———— **00s** ———— **10s**

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Consumers are increasingly aware of their data rights and concerned about data privacy risks..

86%

care about data privacy and want more control over how their data is collected.

90%

wanted more transparency around what data companies collect on them.

..and organisations' access to data is being restricted by evolving privacy environments

72%

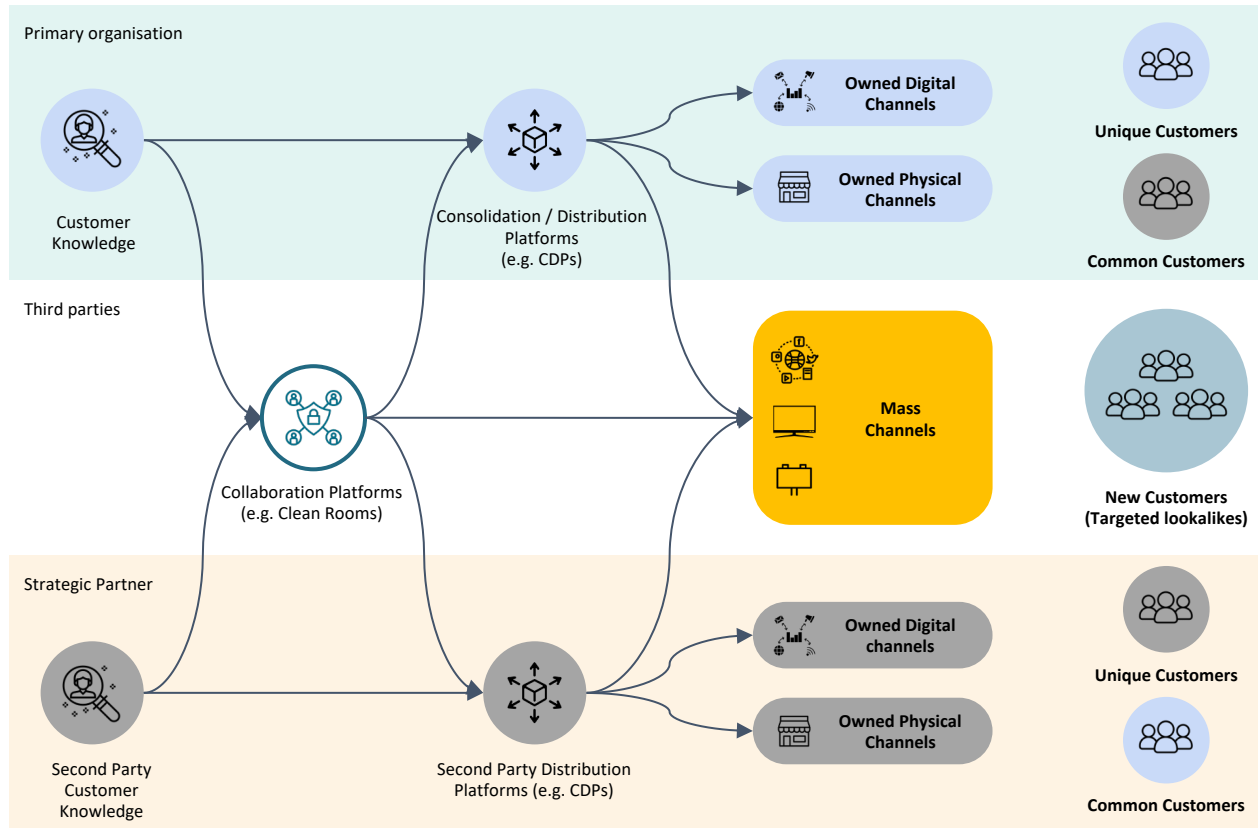of marketers say that data deprecation is making it hard to acquire the necessary customer data

70%

said it's limiting their ability to created personalised messaging.

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Collaborating on unique data for mutual benefit of organisations and their customers

'2nd Party' Data Collaboration

Primary organisation

Customer Knowledge → Consolidation / Distribution Platforms (e.g. CDPs) → Owned Digital Channels / Owned Physical Channels

Unique Customers

Common Customers

Third parties

Collaboration Platforms (e.g. Clean Rooms) → Mass Channels

New Customers (Targeted lookalikes)

Strategic Partner

Second Party Customer Knowledge → Second Party Distribution Platforms (e.g. CDPs) → Owned Digital channels / Owned Physical Channels

Unique Customers

Common Customers

New high value insights

Unique personalisation and customer experiences
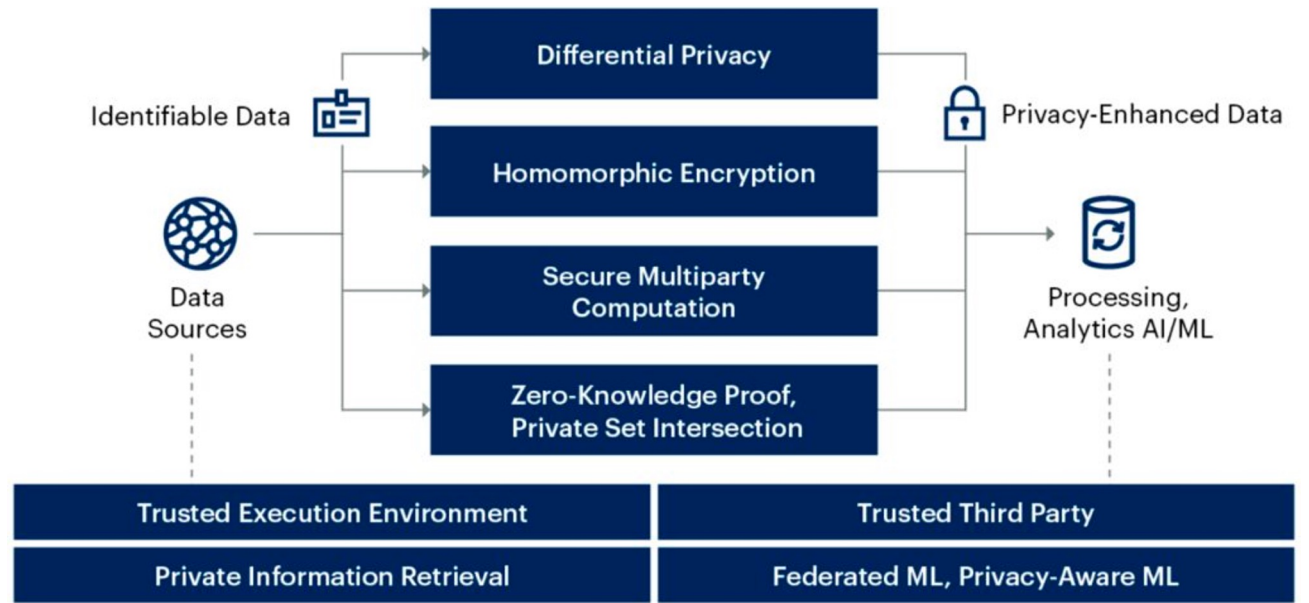
![iab. australia]

Data sharing has either been blocked, limited or operating at risk...

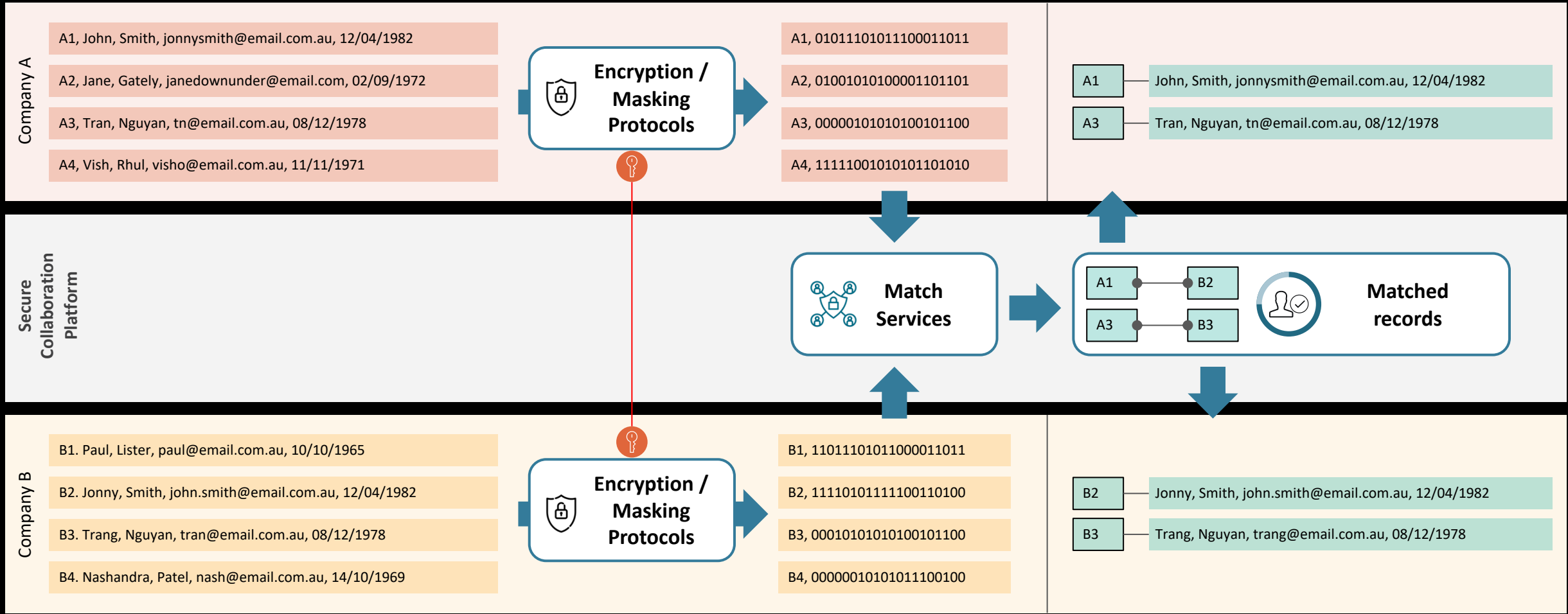Data Sharing Solutions - Risk vs Utility Tradeoff

vs.

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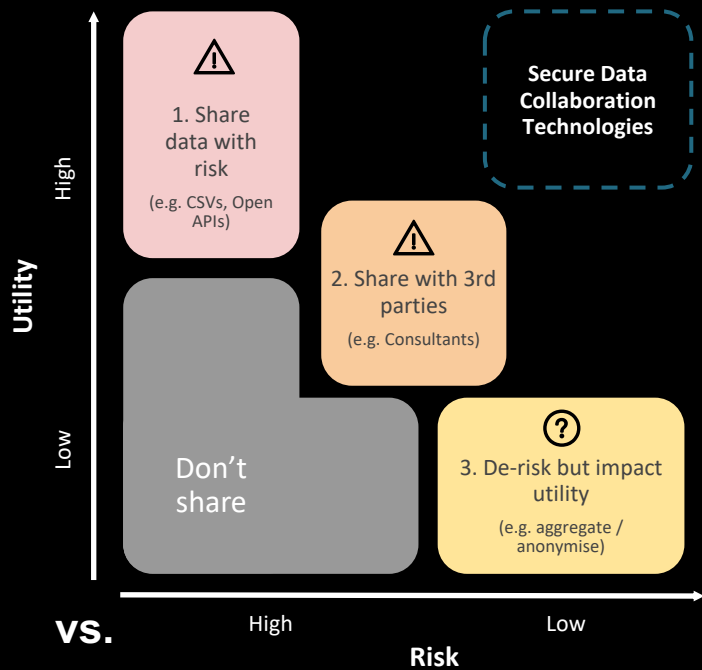
... new technologies exist to extract data utility while helping to preserve privacy for individuals

Privacy-Enhancing Computation Techniques

- Identifiable Data
- Data Sources
- Differential Privacy
- Homomorphic Encryption
- Secure Multiparty Computation
- Zero-Knowledge Proof, Private Set Intersection
- Privacy-Enhanced Data
- Processing, Analytics AI/ML
- Trusted Execution Environment
- Trusted Third Party
- Private Information Retrieval
- Federated ML, Privacy-Aware ML

"... by 2025, 60% of large organisations will use one or more privacy-enhancing computation techniques in analytics, business intelligence or cloud computing." - Gartner

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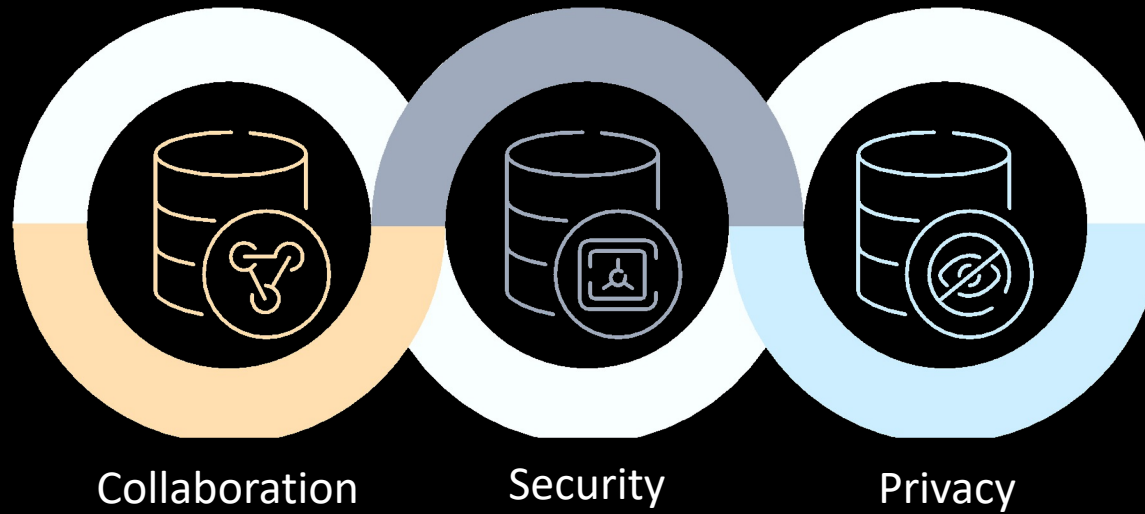# Example: No personal information needs to be exposed to identify matched customer records

Company A

A1, John, Smith, jonnysmith@email.com.au, 12/04/1982

A2, Jane, Gately, janedownunder@email.com, 02/09/1972

A3, Tran, Nguyan, tn@email.com.au, 08/12/1978

A4, Vish, Rhul, visho@email.com.au, 11/11/1971

Encryption / Masking Protocols

A1, 01011101011100011011

A2, 01001010100001101101

A3, 00000101010100101100

A4, 11111001010101101010

A1 — John, Smith, jonnysmith@email.com.au, 12/04/1982

A3 — Tran, Nguyan, tn@email.com.au, 08/12/1978

Secure Collaboration Platform

Match Services

A1 — B2

A3 — B3

Matched records

Company B

B1. Paul, Lister, paul@email.com.au, 10/10/1965

B2. Jonny, Smith, john.smith@email.com.au, 12/04/1982

B3. Trang, Nguyan, tran@email.com.au, 08/12/1978

B4. Nashandra, Patel, nash@email.com.au, 14/10/1969

Encryption / Masking Protocols

B1, 11011101011000011011

B2, 11110101111100110100

B3, 00010101010100101100

B4, 00000010101011100100

B2 — Jonny, Smith, john.smith@email.com.au, 12/04/1982

B3 — Trang, Nguyan, trang@email.com.au, 08/12/1978

"No, I'm a Data Clean Room!"

Data Clean Rooms are only a feature of a larger product

Collaboration   Security   Privacy

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Four product types, all with DCR features

Less Data Sharing, Less Trust Required

Specialisation ← → **Broad use**

More Data Sharing into Trusted Environments

Data Collaboration Platform or Independent DCRs
- *Typically "Decentralized" storage & processing with limited or no data sharing*
- *Cloud-interoperable data collaboration*
- *Industry-focused (marketing, health, etc) with appropriate features*

Data Warehouse & Cloud Storage DCR
- *Typically "Centralized" with limited data sharing within the cloud service*
- *Within a single cloud service data collaboration only*
- *Broad range, full-Spectrum cases*

Walled Garden DCR
- *Traditionally "Centralized", your data into their environment*
- *New interoperability services like PAIR remove this need*
- *Individual vendor use cases*

CRM & Identity Services DCR
- *Provide onboarding service*
- *Always "Centralized" requiring sharing into their environment*
- *Broad use cases from CRM to identity & advertising*

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DCP Product Evolution

TODAY
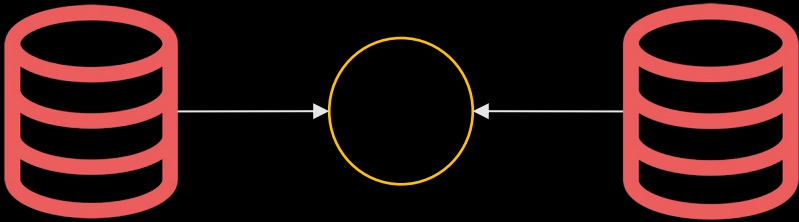
Trade-Off between Privacy & Performance

Privacy

Performance

TOMORROW

Further development of solutions that offer both

Personal Data

Mathematical Representation

Digital Signature

Digital Signature

Mathematical Representation

Personal Data
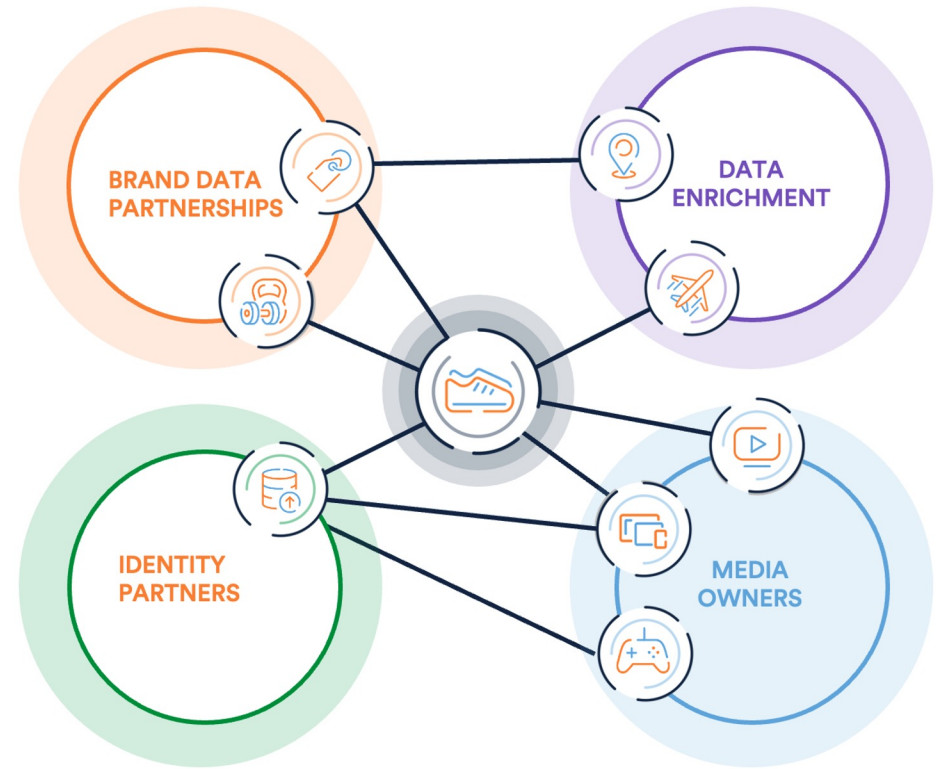
Your Clean Room Strategy

Testing, testing, testing

Conduct your own Privacy Review
- Consent mechanisms
- Data control practices
- Data collaboration practices
- Testing PETs
- Engaging external privacy reviews

Cookies to 1st & 2nd Party Data
- Deprecation is still coming
- Head-to-head tests whilst they are still here

Trial interoperability solutions
- Google PAIR now available in DV360

Privacy Act Review | Report 2022

Australian Government
Attorney-General's Department

Renault increases its conversion rate by 18% with a first-party data campaign with Axel Springer

InfoSum delivers a data-matching solution to create high-quality seed audiences for lookalike modeling, powered by first-party data.

+18% Conversion rate
First-party data VS Cookie based targeting

Clean rooms
Ads Data Hub • INFOSUM • Habu • /LiveRamp

Advertiser
🔒 Secure clean room instance
📄 PAIR dataset (e.g. jane@mail.com)
↓
📤 PAIR dataset upload
↓
Select publishers for PAIR-ing
☑ Publisher A   ☑ Publisher C
☑ Publisher B   ☑ Publisher D

(1)

Publisher
🔒 Secure clean room instance
📄 PAIR dataset (e.g. jane@mail.com)
↓
📤 PAIR dataset upload
↓
✓ Confirmed
You're approved as a PAIR eligible publisher

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