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privacy reform update

Australian Government
Attorney-General's Department

Privacy Act Review
| Report 2022

we have a date…

*"…legislation in **early August** to outlaw … doxxing, and overhaul the Privacy Act…"*

we are actively engaging in consultation, but more is needed

Australian Government

Government Response
| Privacy Act Review Report

"next steps

The Attorney-General's Department will lead the next stage of implementation which will involve:

- engagement with entities on proposals which are 'agreed in-principle' to explore whether and how they could be implemented so as to proportionately balance privacy safeguards with potential other consequences and additional regulatory burden...

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key risk areas for our industry

- Definition of 'Personal Information'

- Targeting

- Targeting transparency

- Trading

- 'Fair and reasonable'

- Direct right of action

personal information vs 'individuation'

targeting vs data segmentation

targeting transparency vs internet infrastructure changes

Organisations to display information 'alongside targeted ads' including:

- That the content is an advertisement

- Meaningful information about main parameters used to determine the recipient advertisement is displayed to

- Information about how individuals can control ad settings

Large platforms to publish additional information.

sale of PI vs clean room activities and privacy protective operational functions

'fair and reasonable'

direct right of action

risks if we don't get the balance right include:

- Overcompliance
- Undermining ability of digital businesses to survive – particularly SMEs
- Damaging security measures rather than strengthening them
- Negatively impacting on freedom of speech
- Weakening rather than strengthening trust online
- Fail to meet consumer expectations

next steps

# understanding of data privacy

Current Australian privacy laws and the impending changes are not well understood amongst our sample of digital advertising influencers.

On the scale from 1 to 10 (where 1 means no understanding at all, and 10 means an expert level of understanding), 49% gave themselves a score of 5 or less for their understanding of the impending Online Privacy Code and Privacy Act Review in Australia. The average understanding score for impending changes has increased slightly since the survey in 2022 (from 4.6 to 5.3).

Understanding of current Australian privacy laws

Average
5.7

1 2 3 4 5 6 7 8 9 10

No
understanding

Expert
understanding
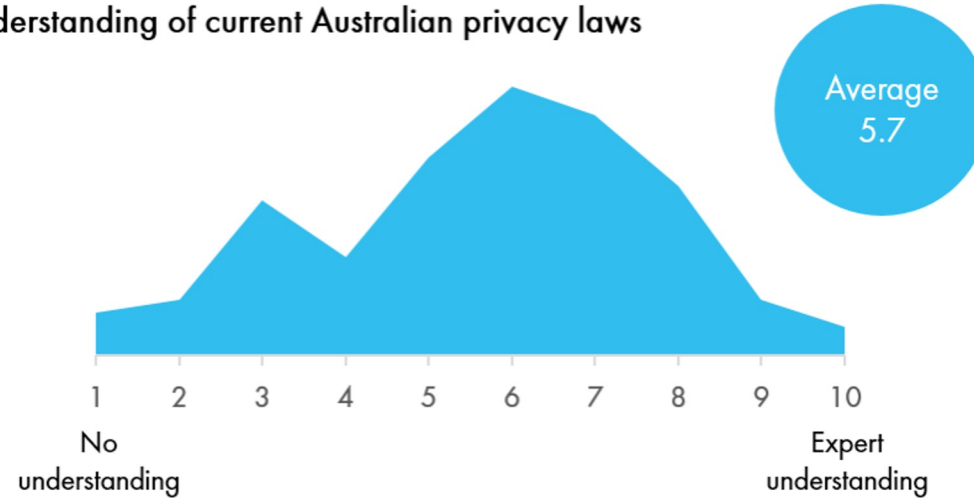
Understanding of impending Online Privacy Code and Privacy Act Review in Australia

Average
5.3

1 2 3 4 5 6 7 8 9 10

No
understanding

Expert
understanding

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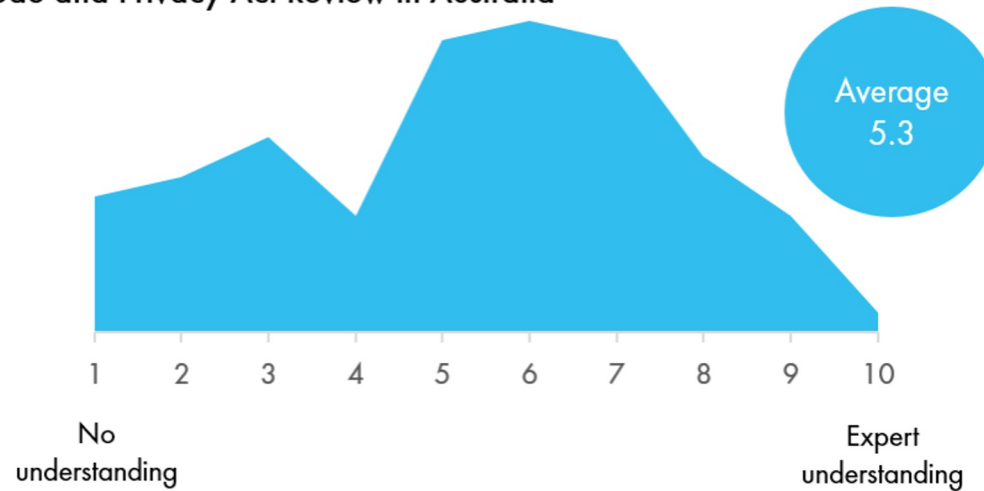
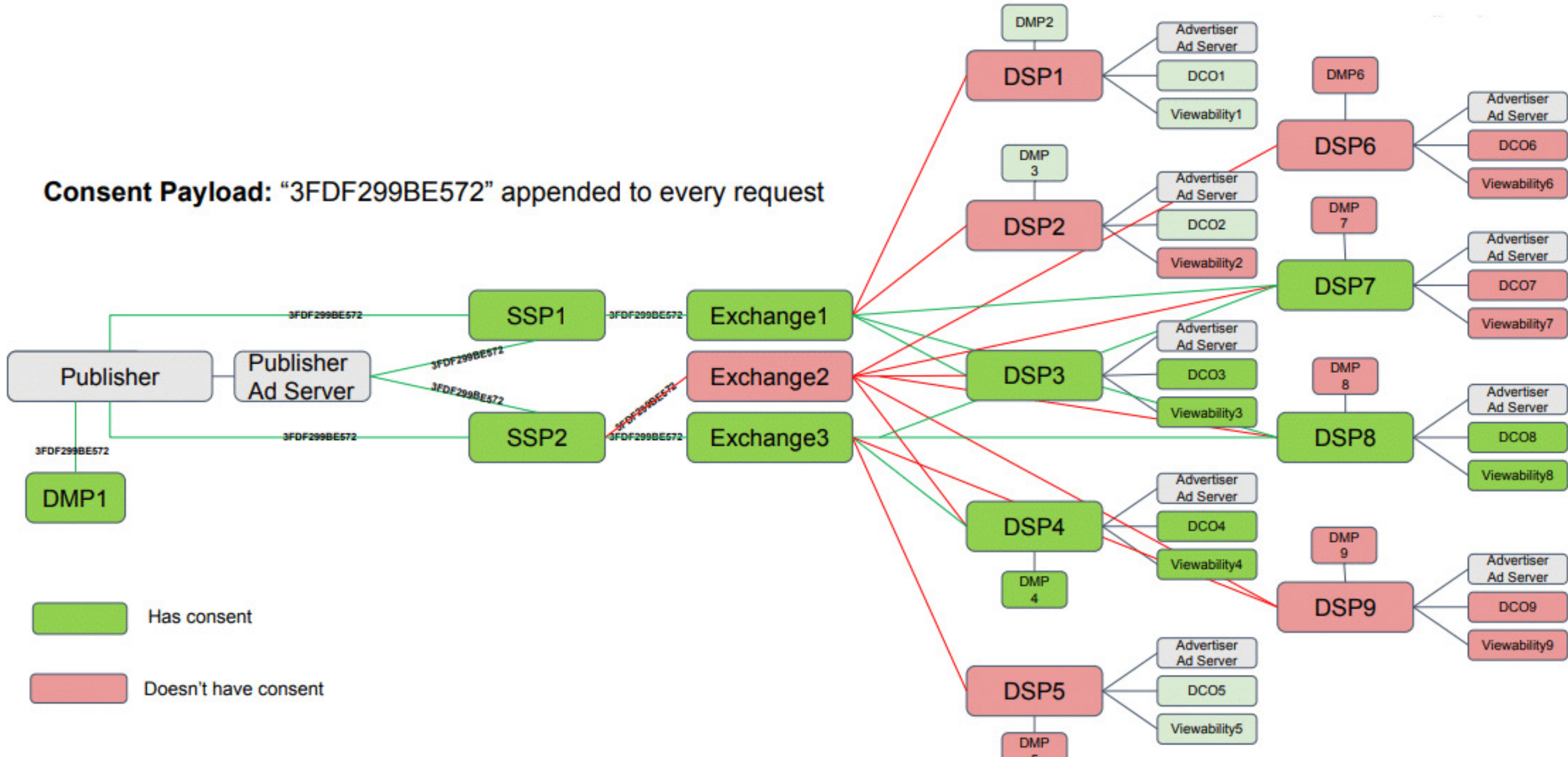# Global Privacy Platform (GPP)

WHAT IT IS

- Adaptable, channel-agnostic protocol for signaling user privacy consent & choice across the **entire** ad supply chain

- Supports existing signals like IAB Europe's TCF

- Flexible architecture makes it ready to support new regional signals without the need to start from scratch each time

- A single integration point for privacy signaling across multiple jurisdictions

WHAT IT IS NOT

- A global privacy policy

- A centralized user interface
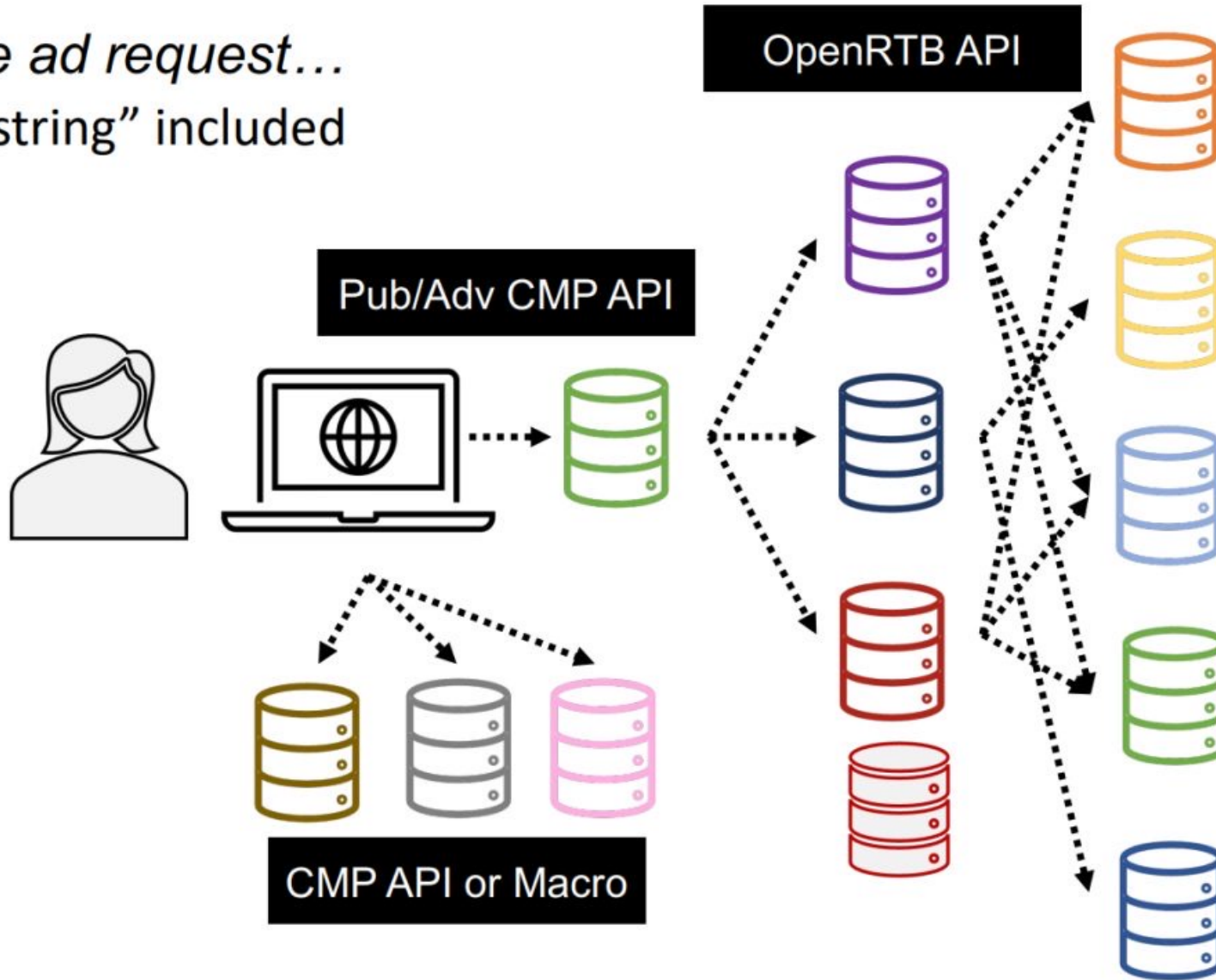
- A one-size-fits all markets design
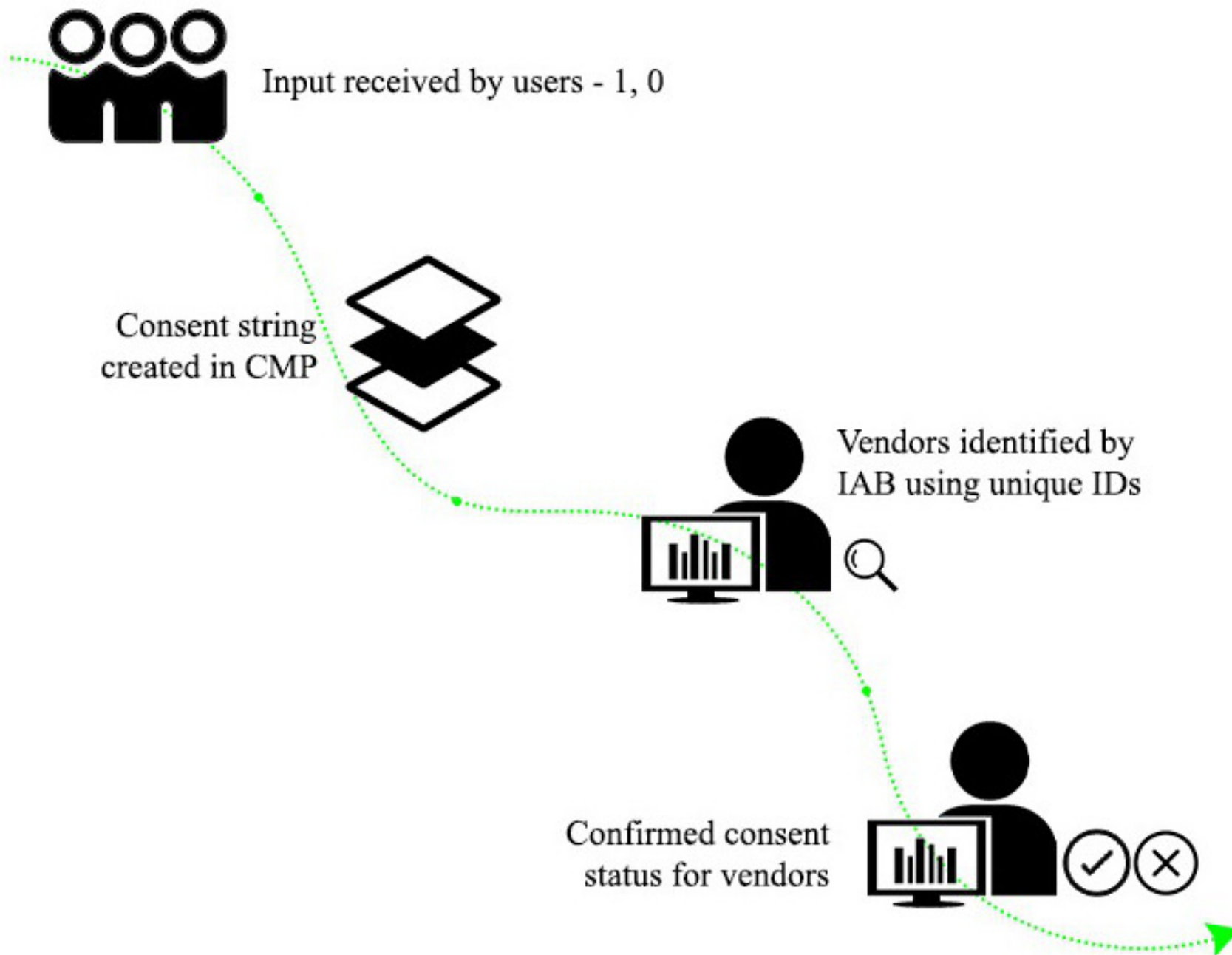
Global Privacy Platform Privacy Signaling

For one ad request…

....▸ "string" included
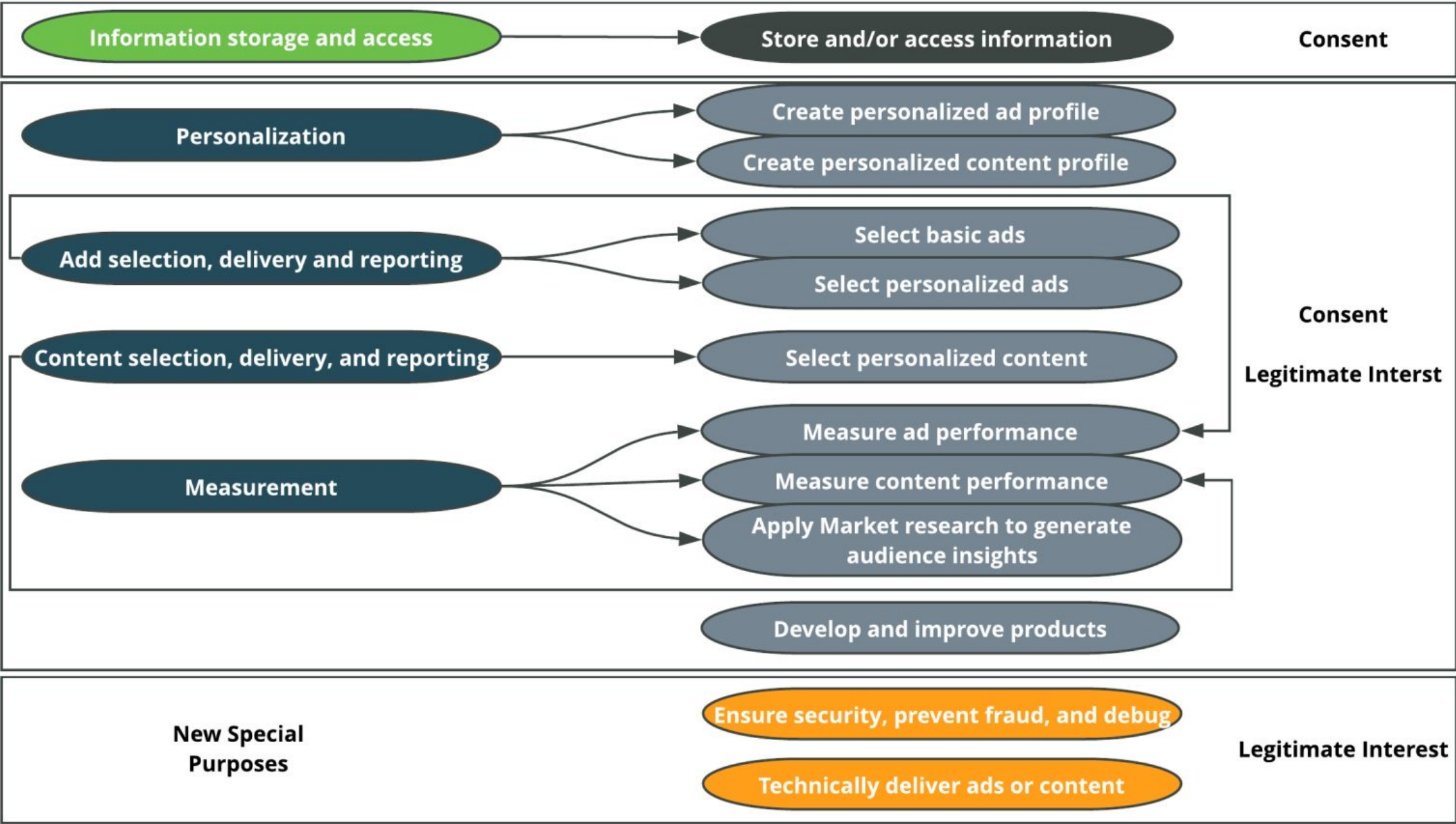
OpenRTB API

Pub/Adv CMP API

CMP API or Macro

- Publisher ad server
- SSPs
- DSPs
- Advertiser ad server
- Creative server
- Verification vendor(s)
- Attribution vendor(s)
- …

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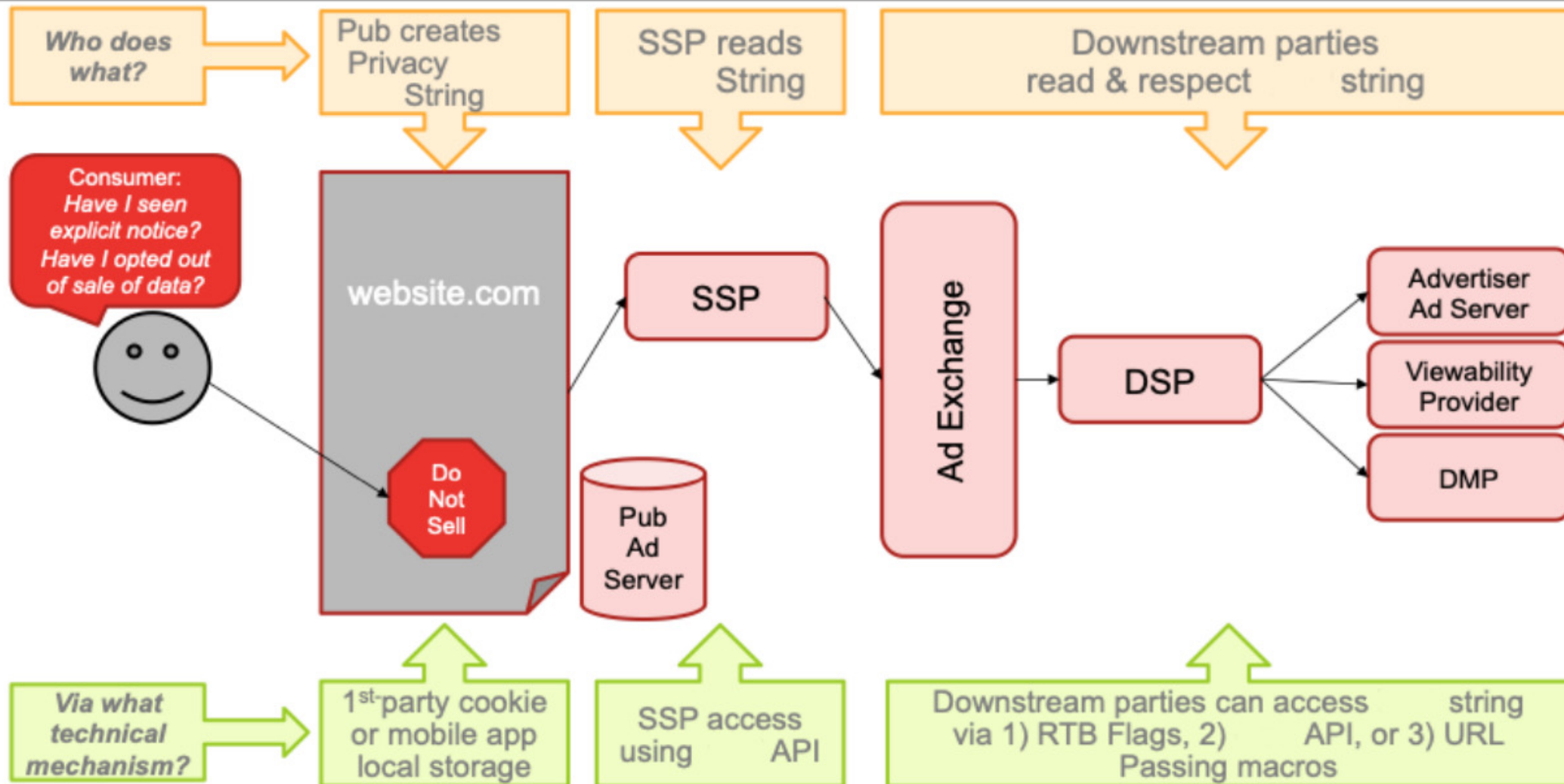data & privacy. summit

CCPA Explicit Notice & Opt-Out Signals: RTB Example

IAB Tech Lab Accountability Platform

Logging

Preparation

Processing

Provisioning

- Providing a model for monitoring propagation of signals and validating they are accurately communicated.

- Providing sufficient information when signals aren't properly communicated to enable investigation and remediation.

- Providing a normalised, standard privacy compliance data set for global audits.

- Being privacy signal agnostic.

- Being designed to benefit researchers, auditors & regulators.

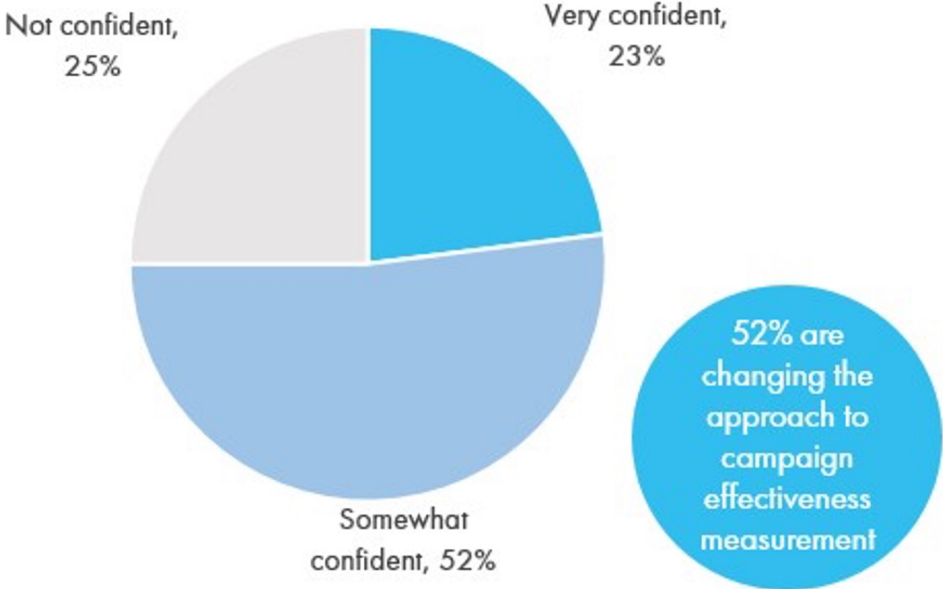- Creating a foundation for technical accountability.

confidence in being prepared to operate without 3P cookies and identifiers by the end of 2024

87% are at least somewhat confident in being prepared to **target audiences at scale** without 3rd party cookies and identifiers by the end of 2024.
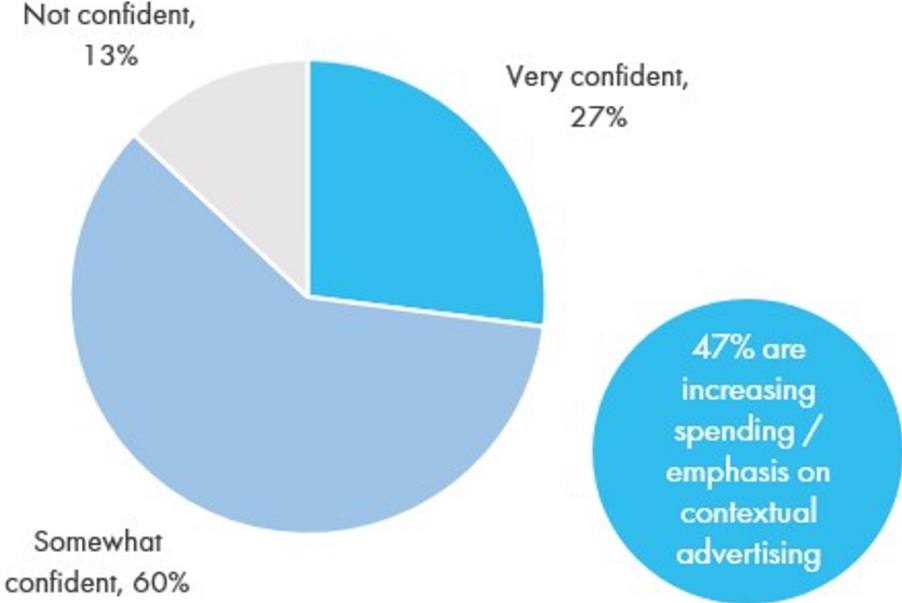
75% are at least somewhat confident in being prepared to **continue to measure and assess advertising** without 3rd party cookies and identifiers by the end of 2024.

Not confident, 13%

Very confident, 27%

Somewhat confident, 60%

47% are increasing spending / emphasis on contextual advertising

Not confident, 25%

Very confident, 23%

Somewhat confident, 52%

52% are changing the approach to campaign effectiveness measurement

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The three core scenarios

← No linkable user ID available →

Linkable user ID available

Unlinked 1st-party Audiences
Advertiser/Publisher data not connected

Browser/OS-linked Audiences
No 3rd-party tracking

Linked 1:1 Audiences
Advertiser/Publisher data connected

- Contextual
- Seller-defined audiences
- Private marketplaces
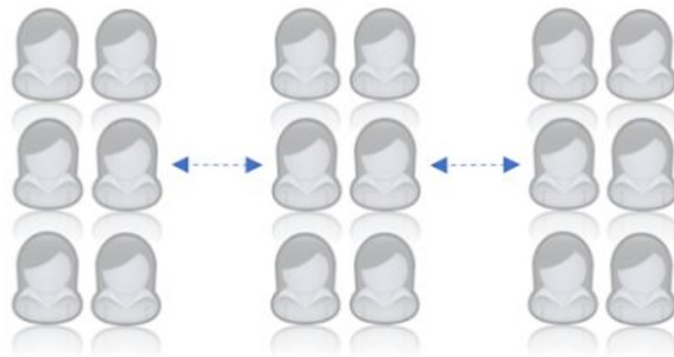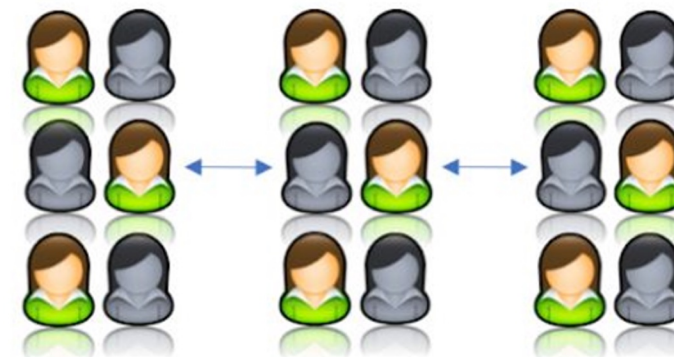
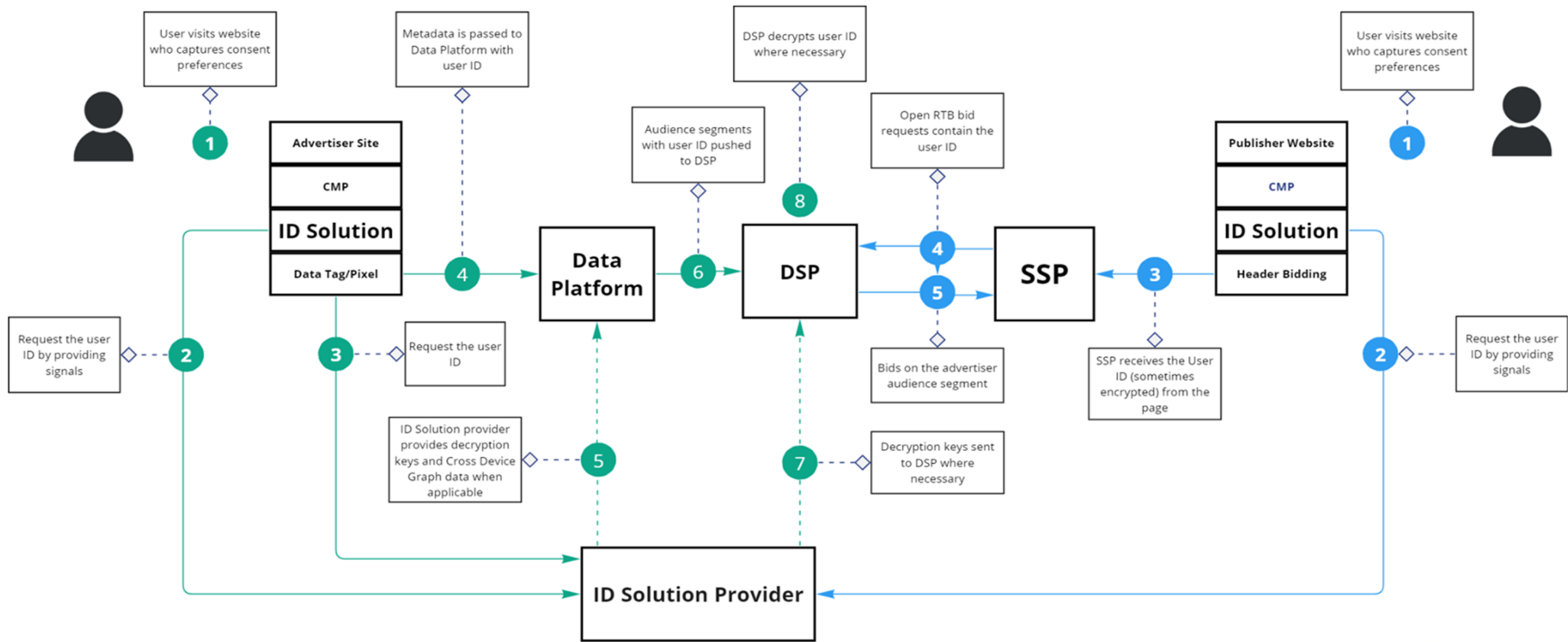- In-browser cohorts & interest groups
- In-browser auctions
- On-device measurement & attribution

- User-enabled ID matches
- Clean rooms

The three core scenarios

- **ID-Enabled Responsible Addressability**

- **Contextual & Seller Defined Audiences**

- **On-Device Facilitated Personas**

Core pillars for IAB Audience Segments

DEMOGRAPHIC

Covers quantifiable audience characteristics, such as age, gender, financial status, household composition, occupation.

PURCHASE INTENT

Describes current in-market purchase intent. Largely covers products and services.

INTEREST

Covers medium and long term interests and passion points. Follows content taxonomy closely.

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Third-Party Cookies (3PC) and Testing

○ Opt-in Testing with Labels   ● 1% 3PC Deprecation   ◉ Third-Party Cookie Phase Out *

	2024					2025	
	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2

Chrome facilitated testing
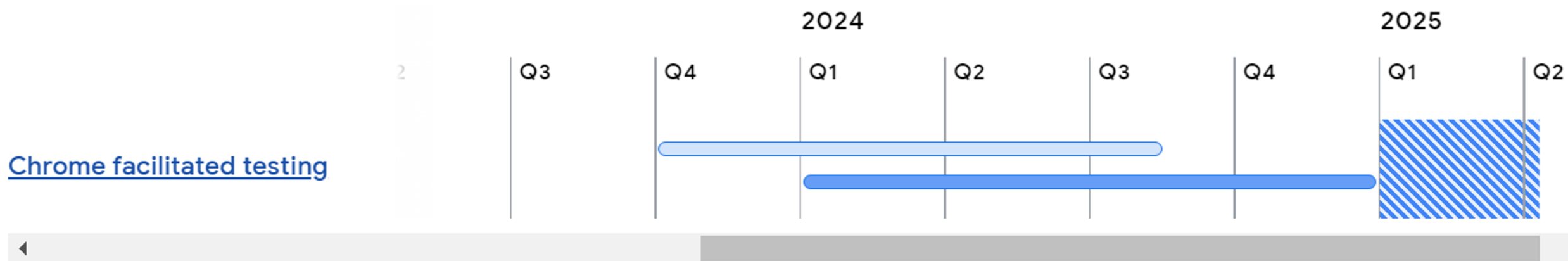
* Subject to resolving any remaining concerns with the CMA.

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