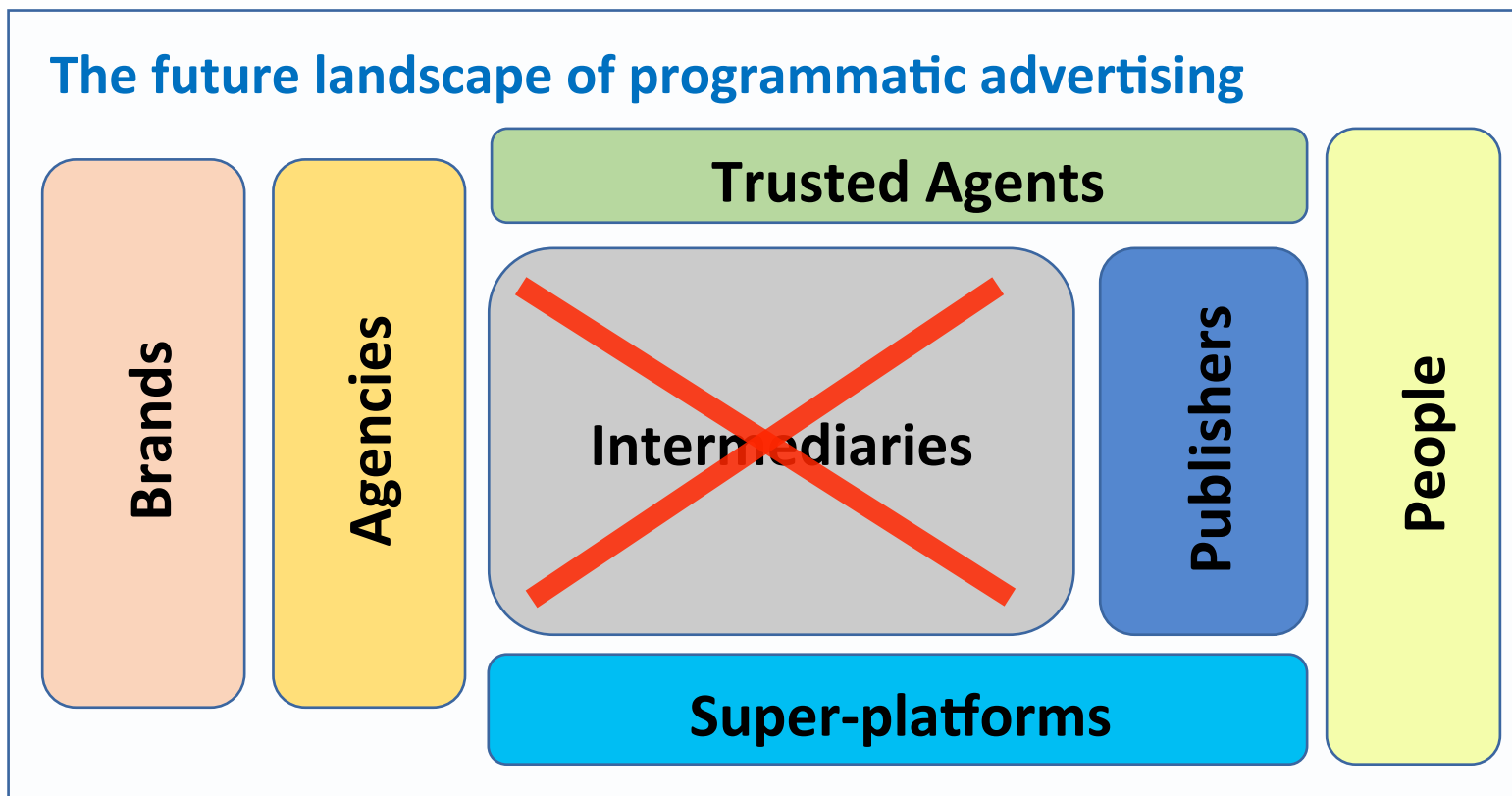




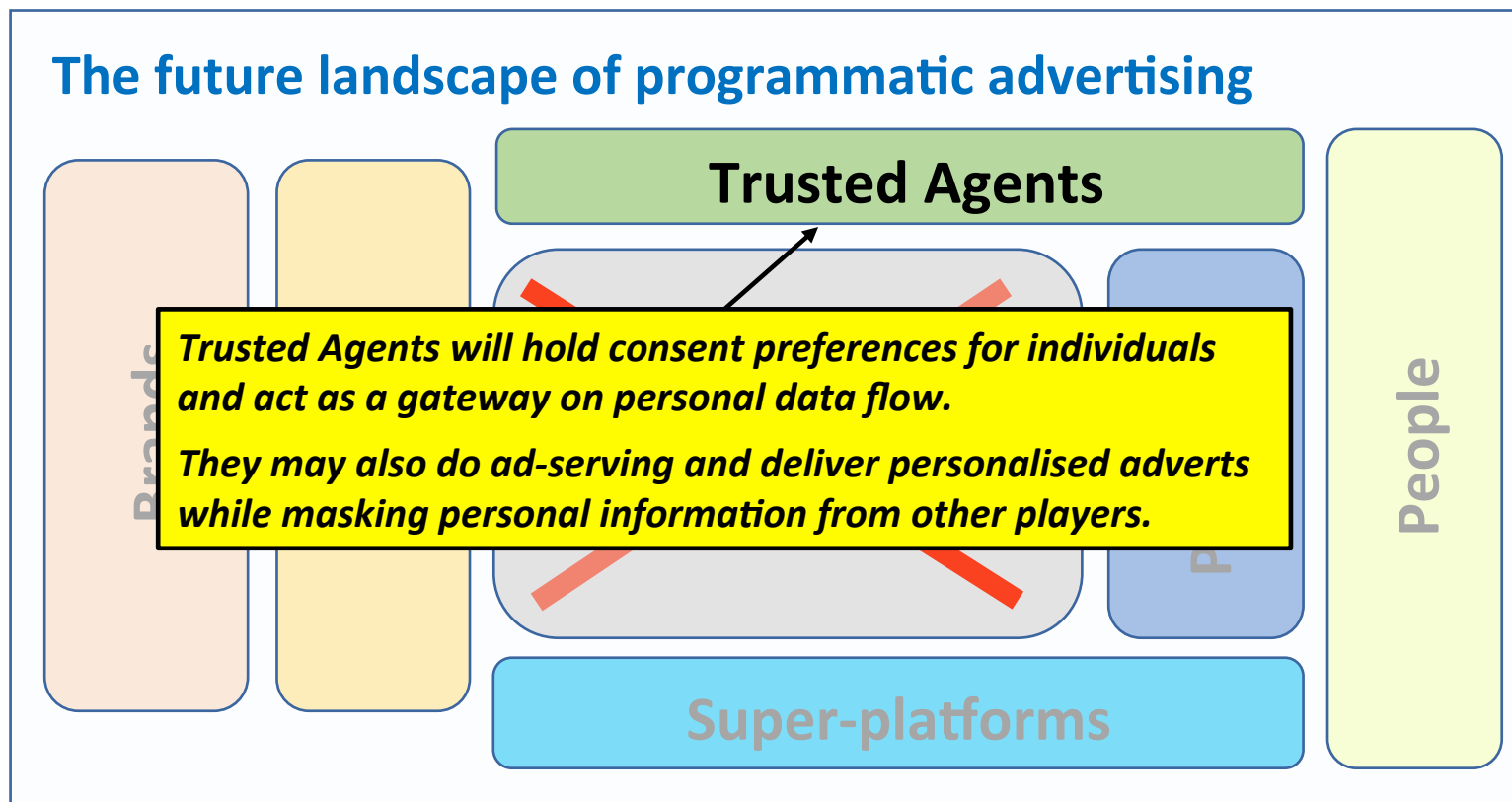
GDPR will eliminate intermediaries



*The GDPR, combined with ePrivacy rules, will eliminate most intermediaries from the programmatic advert supply chain, but it will **not** remove super-platforms that have direct contact with people*



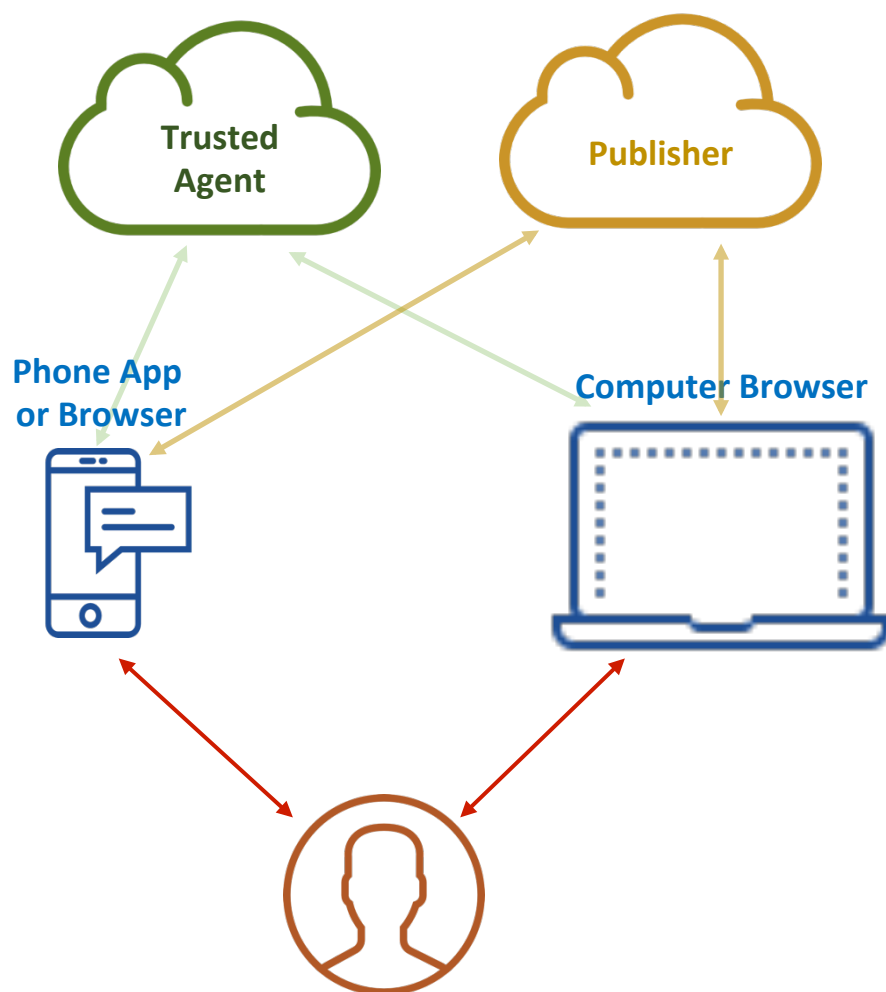
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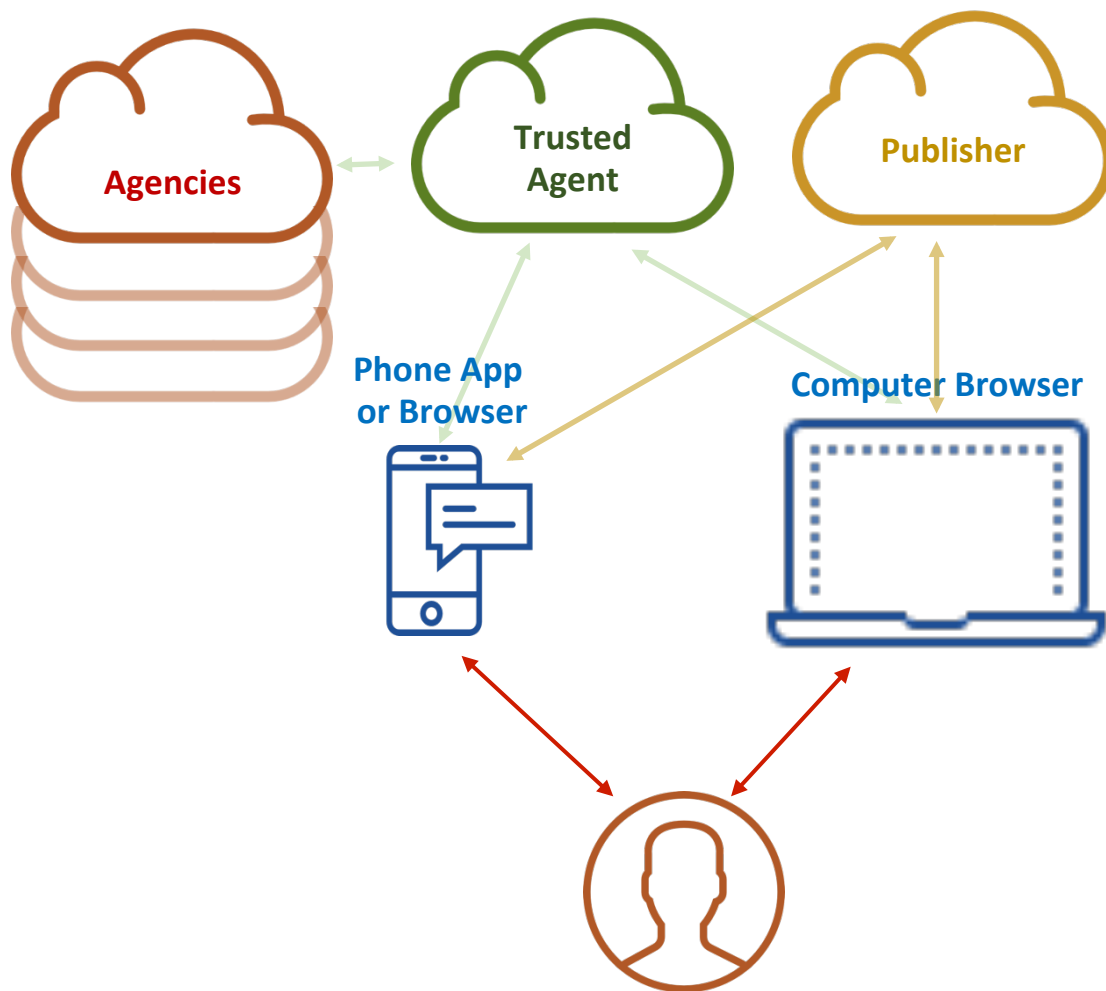
Trusted agents partnered with publishers



1. *Trusted Agent (TA) records user preferences. **User preferences control all its activities.***
2. *Publishers that are partnered with the TA place code in their site/app to enable passive data collection.*
3. *TA stores data and conducts profiling, **with user's permission.***



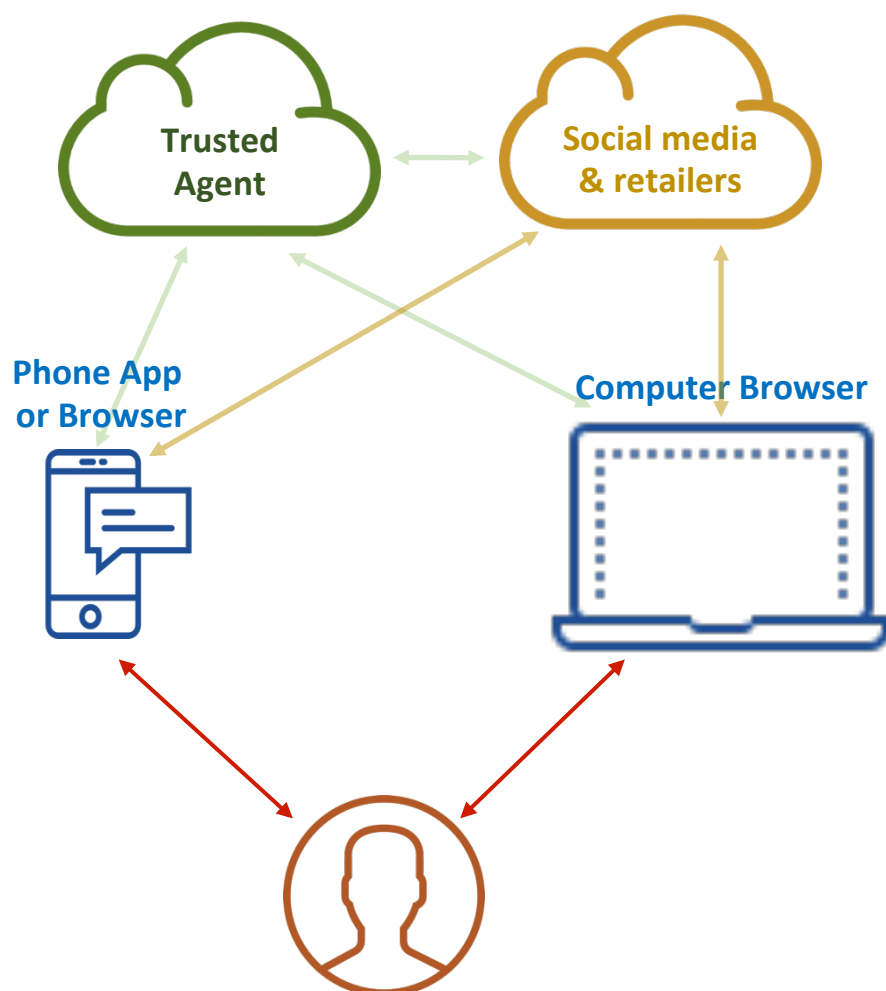
Ad serving via Trusted Agents



1. *Publisher offers ad space to TA, with contextual information.*
2. *TA offers categorised ad space, based on user profile (**according to user permissions** and with anti-identification safeguards).*
3. **All ad serving is further controlled by user permissions.**
4. *Each ad served by TA incorporates “**transparency button**”, so user can see why the ad was served.*
5. *User has full access to profiling and ad-serving history and logic.*
6. *Returned information to agency is obfuscated, **to prevent identification of user.***



Secret weapon: data portability



- 1. User asks Trusted Agent (TA) to make portability request to Facebook / Google / Amazon etc.**
- 2. TA adds the data to the user records.**
- 3. With user permission, the user profile is updated, to improve ad personalisation.**
- 4. User can also choose to enter data directly about themselves.**