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THE GREAT IDENTIFIER DEBATES

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30 MARKETING EXPERTS

9 PRODUCT REVIEW SESSION

5 PANEL DEBATES

ALL IDENTITY SOLUTIONS IN ONE PLACE

TO REGISTER & LEARN MORE:

mmaglobal.com/identifiers

Join the Discussion: #IdentifiersDebate

EPSILON	verizon media	LiveRamp	neustar	MERKURY THE FUTURE OF IDENTITY.	Google	iab. TECH LAB / Unified iD	ID5	BritePool
Epsilon CORE ID	**Verizon Media ConnectID**	**Authenticated Traffic Solution (ATS)**	**Neustar Fabrick**		**Privacy-First Future**		**ID5 Universal ID**	
16 April 2021	7 May 2021	21 May 2021	11 June 2021	1 July 2021	30 July 2021	13 Aug 2021	10 Sept 2021	1 Oct 2021
11:00 am ET	1:00 pm ET	11:00 am ET	11:00 am ET	11:00 am ET	11:00 am ET	11:00 am ET	11:00 am ET	11:00 am ET

FOLLOWED BY 5 PANEL DEBATES

MARKETER DEBATE

ANALYTICS DEBATE

CMO DEBATE

CHIEF DIGITAL OFFICER DEBATE

REGULATORY DEBATE

2

2

Today's Agenda

Greg Stuart
MMA CEO

Introduction to the Event by MMA CEO :05 min

SHAILLEY SINGH
*Acting GM and Senior VP,
Product Management and Global Programs*

Unified ID 2.0 & Other Addressability Solutions :25 min

Derek Rodenhausen
Partner

Alex Barocas
Partner & Associate Director

BCG Moderation & Q&A

All Q&A collected from the audience will be posted on MMA's website after the event

:30 min

DATT

DATA IN MARKETING THINK TANK

Empowering marketers with the best understanding of the evolving data landscape, to build winning data strategies and data-centric organizations that drive business outcomes and customer experiences.

DATT INSTITUTES

Technical Advisor
theTradeDesk

The Future of the Data Ecosystem

Exploring the major trends of data-driven marketing

Technical Advisor
snowflake

Data Capabilities

Understanding what capabilities and resources CMOs need to build to execute world class data-driven marketing and innovation.

Technical Advisor
LiveRamp

Data Strategy

Supporting brands and CMOs in their approach data-driven marketing in the new landscape, guiding them to set their data strategy and objectives.

Steering Committee advising the Institutes:

LEARN MORE ⊕

Where does your organization fit?

The Tipping Point: Data-Driven Marketing vs. Data Complexity

The State of Consumer Data Readiness in Marketing
Results from a CMO Survey

June 2021

Confidential. Cannot be shared without permission from the Mobile Marketing Association

MMA

READ THE REPORT ⊕

2X Weekly Newsletter

DATT NEWSLETTER
PRIVACY EDITION
WEDNESDAY, JULY 14, 2021

CUSTOMER DATA PLATFORM INSTITUTE
STRATEGIC ADVISOR

New privacy law in South Africa

South Africa's Personal Protection of Information Act (POPIA) came into effect July 1st. The law provides South African citizens with the right to access, correct and delete their personal data held by businesses. Organizations are required to obtain appropriate consent and comply with the law or they may face fines up to R10M (U.S. $764,000).

LEARN MORE

SIGNUP TODAY ⊕

MMA | **DATT UNPLUGGED | VIRTUAL**
DATA IN MARKETING THINK TANK
OCTOBER 13, 2021

Registration Now Open - October 13, 2021
DATT Unplugged Virtual is a one-day event bringing together brand marketers, data and privacy experts and other thought leaders to discuss and define the future of data in marketing.

REGISTER NOW ⊕

MMA | WEBINAR SERIES
BRAND SAFETY STRATEGY
LEADING MARKETERS TO BRAND SAFETY EXCELLENCE

With the rise in threats from fake news, inappropriate content, marketing tech, the digital supply chain, ad fraud and socially responsible consumers, marketers need a sound brand safety strategy to protect their brand's image and reputation as well their media investment.

WED. AUG 25, 2021 11:00AM TO 12:00PM EDT	WED. SEPT 15, 2021 11:00AM TO 12:00PM EDT	TUESDAY OCT 26, 2021 11:00AM TO 12:00PM EDT	WED. NOV. 17, 2021 11:00AM TO 12:00PM EDT	WED. DEC. 8, 2021 11:00AM TO 12:00PM EDT
What is Brand Safety, why does it matter, and who are the stakeholders involved?	**Determine Your Brand Safety Standards, exploring brand safety vs. suitability**	**Brand Safety Tool and Vendor Management Best Practices, Resources & Budgeting for Brand Safety**	**Brand Safety Incident Management, Governance, and Performance Management**	**The Impact and Future of Brand Safety: What should you lookout for?**

Brand Safety Advisor

REGISTER NOW →

BSI
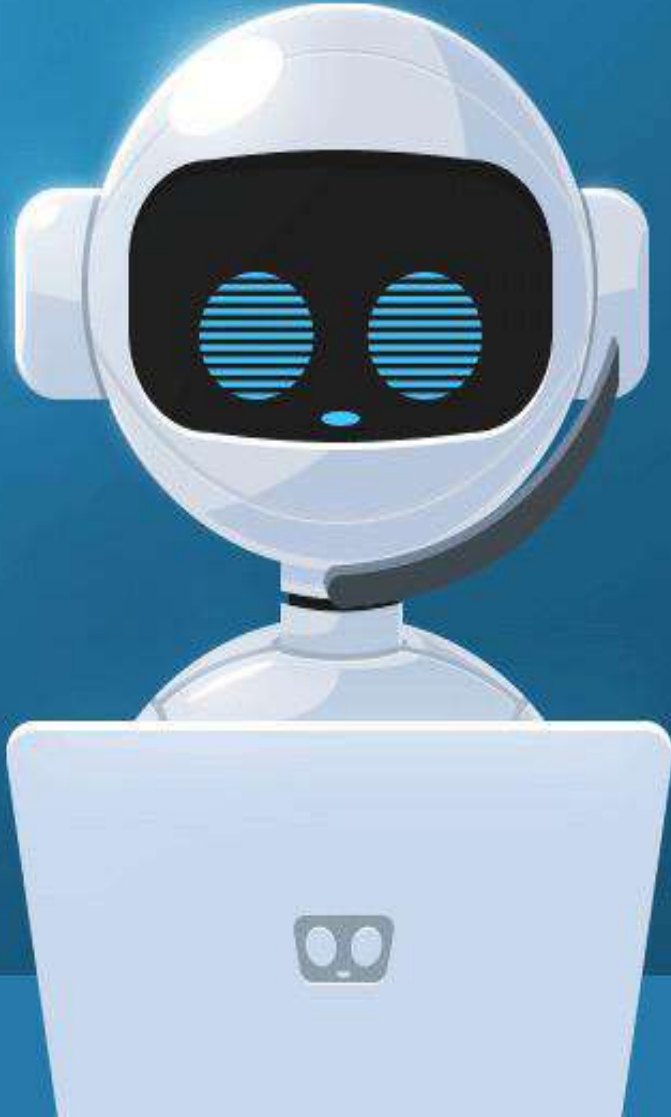Brand Safety Institute

Asking Questions, Sharing Insights

**SUBMIT QUESTIONS
VIA THE Q&A BOX**

Q&A

Send us your questions and insights, using this Q&A box.

Submit

mmaglobal.com/identifiers
Join the Discussion: #IdentifiersDebate

Today's Presenters & Moderators

MMA

Unified ID 2.0 & Other Addressability Solutions

SHAILLEY SINGH
Acting GM and Senior VP, Product Management and Global Programs

iab. TECH LAB

Moderators:
BOSTON CONSULTING GROUP

Derek Rodenhausen
BCG Partner

Alex Barocas
Partner & Associate Director

Addressability Solutions?

MMA Identifiers Debate 2021
Shailley Singh,
SVP Product Management & Global Programs

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TECH LAB

Agenda

Tech Lab Context

Project Rearc

Addressability Solutions

UID 2.0

**Member-driven,
member-developed:**
*750+ companies
20+ working groups
2500+ participants
40+ countries*

**Shared resources
& benefits**

Engage a global member community to develop foundational technology and standards that enable growth and trust in the digital media ecosystem.
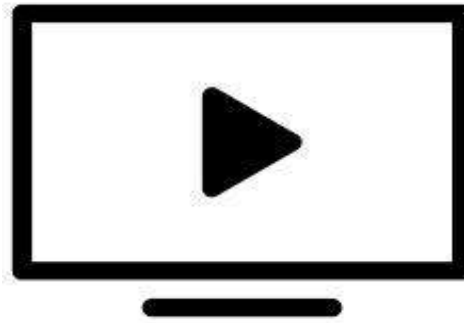
**Interoperable,
efficient base
for innovation**

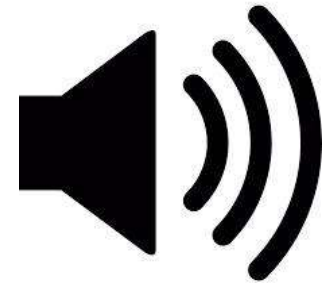**We live this – as a neutral, collaborative,
transparent, non-profit org**

Transact programmatically in a transparent, frictionless marketplace across all platforms, devices and mediums, at scale
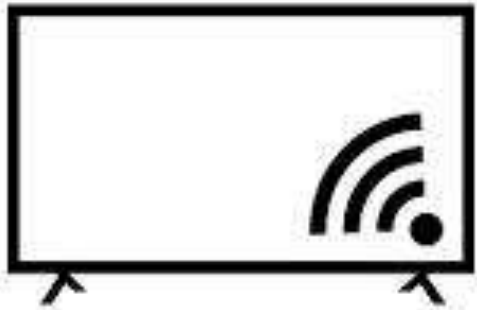
CONNECTED TV

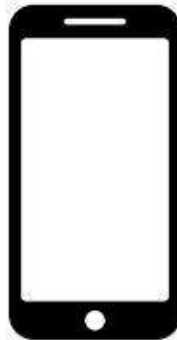**VIDEO**
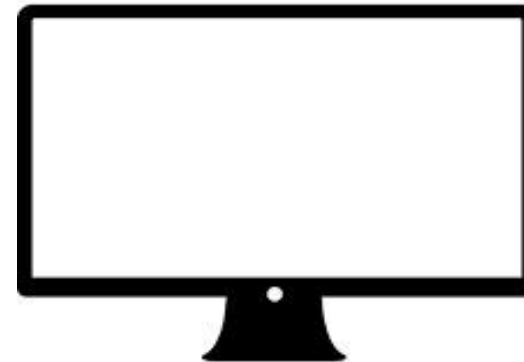
AUDIO

MOBILE

DISPLAY

Delivering Industry Value – Tech Lab 2021 Priorities

Global Standards & Guidance for Local Markets

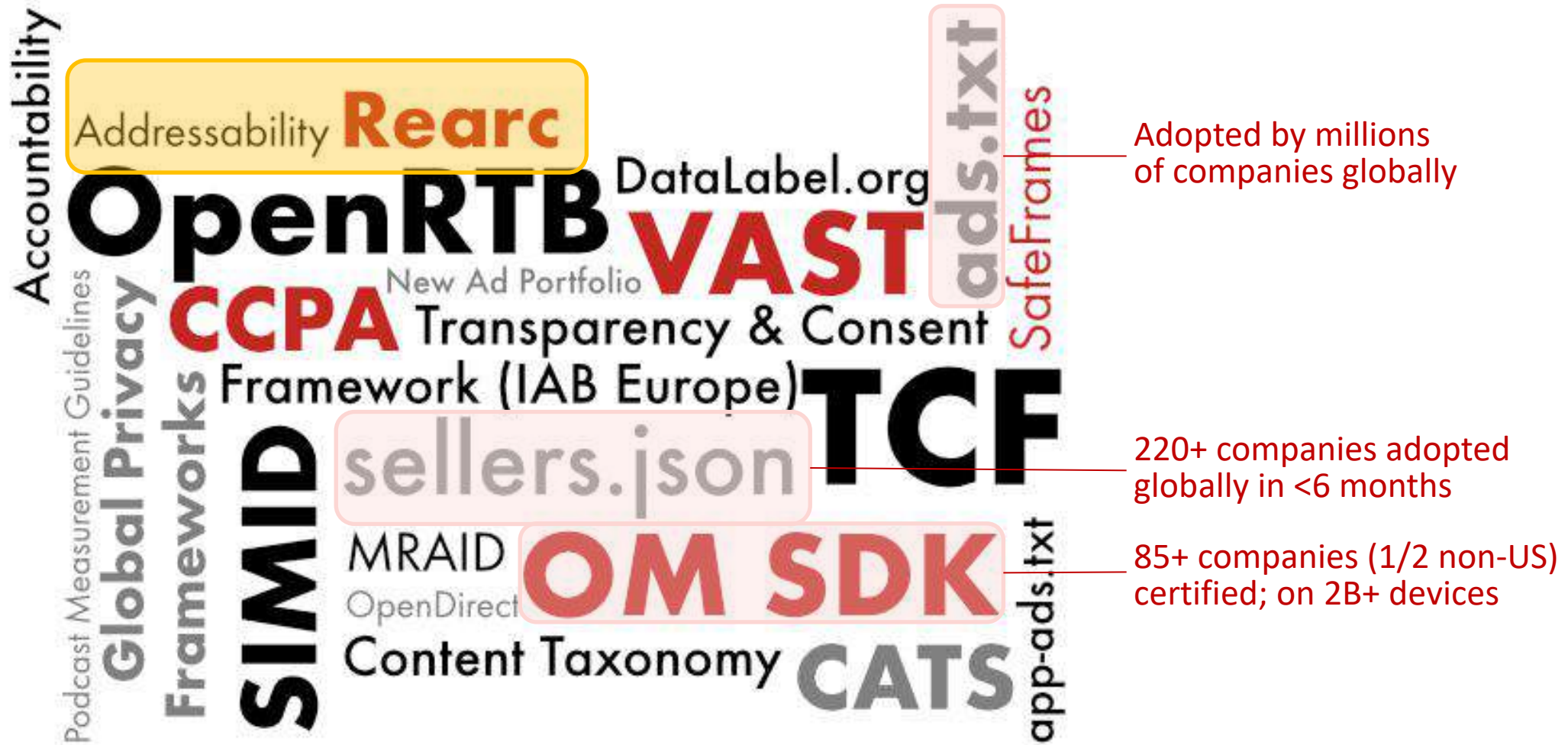| CTV / Cross-Media Growth & Health		
Privacy & Addressability	Supply Chain Transparency & Security	Measurement Infrastructure

Standards + Software + Compliance = Interoperability + Efficiency + Sustainability

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Adopted by millions of companies globally

220+ companies adopted globally in <6 months

85+ companies (1/2 non-US) certified; on 2B+ devices

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Project Rearc

Project Rearc / PRAM Tech Process to Date

**Phase 1 – Understand the Problem**
- Business activities & identifier dependencies
- Business impact from loss of identifiers
- Privacy issues & principles

Phase 2 – Evaluate Technical Alternatives
- Discussion of potential technology-based solutions, including browser/OS proposal analysis
- Definition & application of evaluation criteria – including business & policy considerations
- Selection of proposed alternatives

Phase 3 – Solution Design of Selected Alternatives
- Business & policy requirements
- Minimum standards required, including accountability mechanisms

Understand Problem ✓

Evaluate Technical Alternatives ✓

Design Solution ✓

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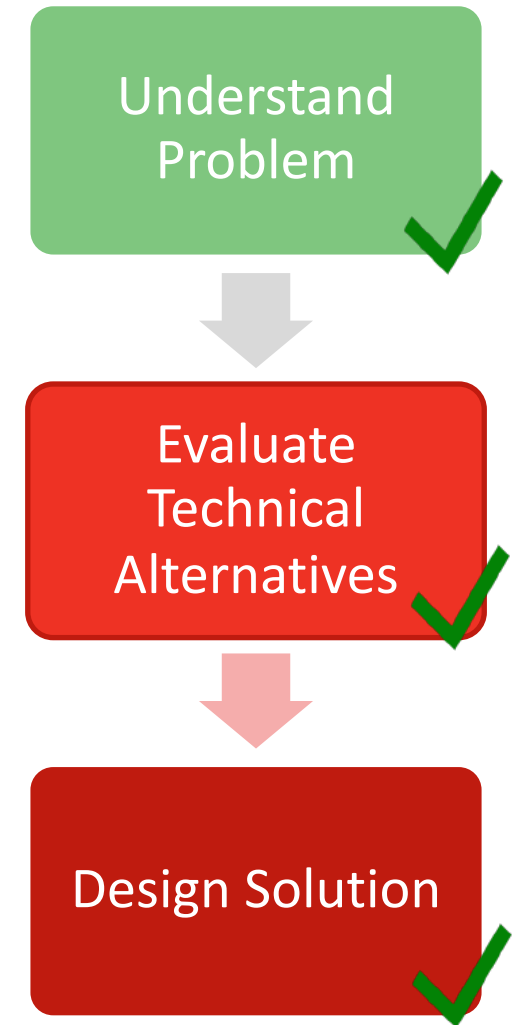
Our Grounding Principles

- **Privacy by default is the new normal – globally**

- **Consumers increasingly expect privacy transparency & control**

- **Accountability & auditability must be foundational – trust but verify**

- **Open standards will be critical and
will help ALL stakeholders achieve "predictable privacy" efficiently**

- **And, finally…**

A Portfolio Approach to Addressability Is Needed

- Advertisers, publishers, others need to consider a **range of scenarios** in developing a **portfolio of solutions**.

- Scenarios depend on **whether advertiser & publisher audiences can be linked or not** …and whether a unique user ID is available or not (to support 1:1 audience linking).

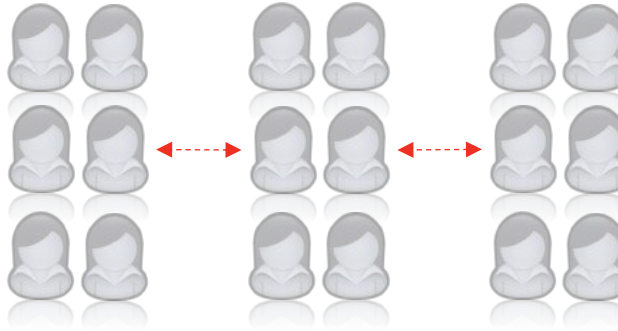**← No Unique User ID Available →**   **Unique User ID Available**

| **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

- Pre-prompts to earn opt-in to device ID or cookie
- User-enabled IDs
- Clean rooms

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Portfolio Approach to Addressability – Unlinked 1st-Party Audiences

Plan for a range of scenarios across advertising business activities & use cases:

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

Relevant Approaches in Market
- PMP & Deal ID Solutions
- Selected Open-source Solutions
- Tech Lab / PRAM:
    - Seller Defined Contexts and Audiences
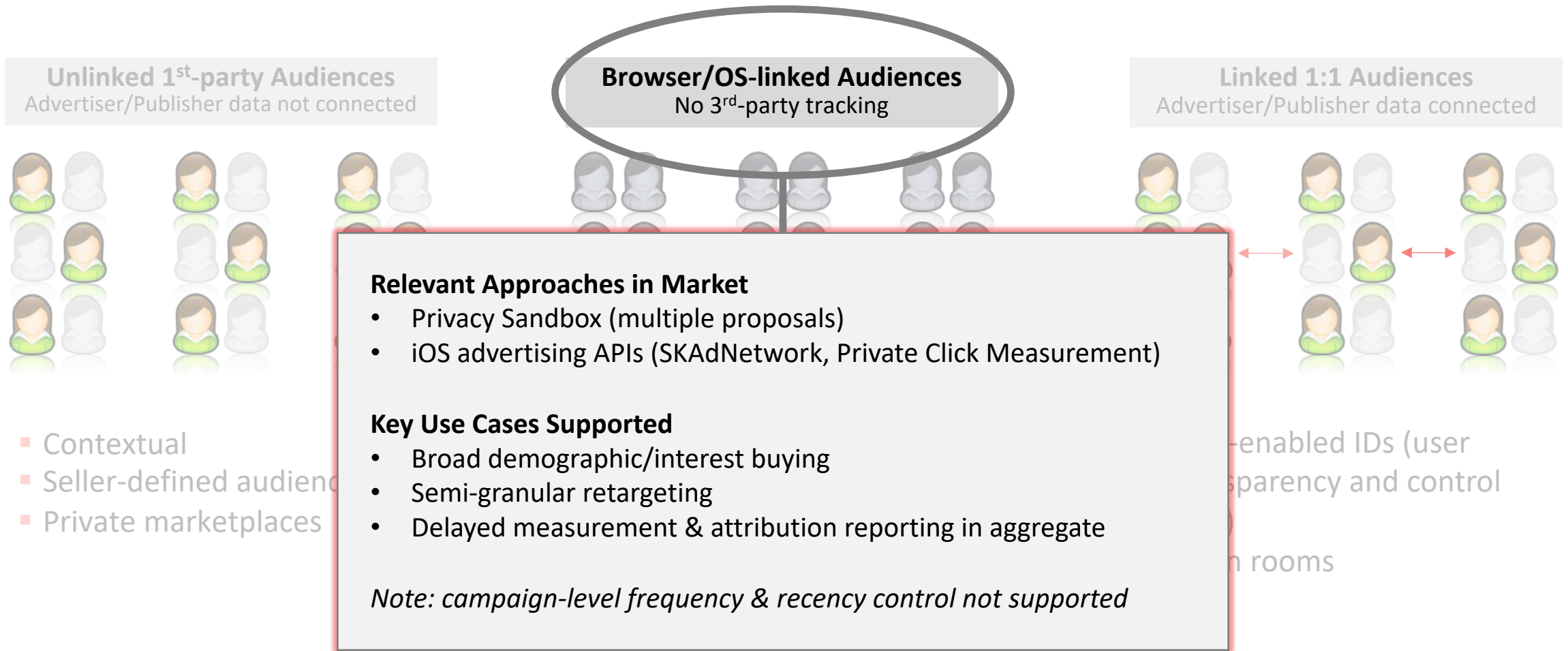   - Global Privacy Platform
    - Accountability Platform

Key Use Cases Supported
- Monetizing first-party data without leakage
- Scaled contextual buying
- Scaled seller audience buying

Note: campaign level frequency & recency control not supported

Portfolio Approach to Addressability – Browser/OS Audiences

Plan for a range of scenarios across advertising business activities & use cases:

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

Relevant Approaches in Market
- Privacy Sandbox (multiple proposals)
- iOS advertising APIs (SKAdNetwork, Private Click Measurement)

Key Use Cases Supported
- Broad demographic/interest buying
- Semi-granular retargeting
- Delayed measurement & attribution reporting in aggregate

Note: campaign-level frequency & recency control not supported

- Contextual
- Seller-defined audienc
- Private marketplaces

-enabled IDs (user
sparency and control

n rooms

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Portfolio Approach to Addressability – Linked 1:1 Audiences

Plan for a range of scenarios across advertising business activities & use cases:

Unlinked 1st-party Audiences	Browser/OS-linked Audiences	Linked 1:1 Audiences
Advertiser/Publisher data not connected	No 3rd-party tracking	Advertiser/Publisher data connected

Relevant Approaches in Market
- Commercial Vendor / Open-source ID Solutions:
  - Clean Rooms
  - User-enabled "cross-site" IDs
- Tech Lab / PRAM:
  - UID 2.0
  - Global Privacy Platform
  - Accountability Platform
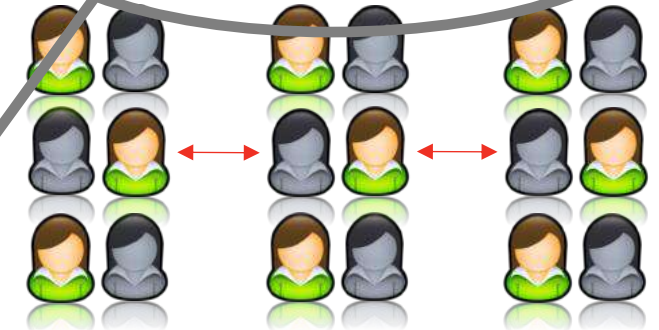 - Best Practices for User-enabled ID Tokens

Key Use Cases Supported
- Global frequency & recency control (campaign level)
- Buyer audience activation for targeting, measurement, attribution
- Real-time buying optimization
- Analytics in independent clean rooms

- User-enabled IDs (user transparency and control only)
- Clean rooms

Standards support for the Portfolio

← No Unique User ID Available →

Unique User ID Available
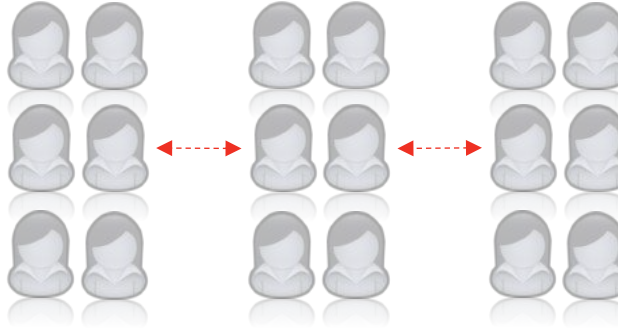
Unlinked 1st-party Audiences	Browser/OS-linked Audiences	Linked 1:1 Audiences
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- Clean rooms

"Seller-Defined Audience & Context Signaling"
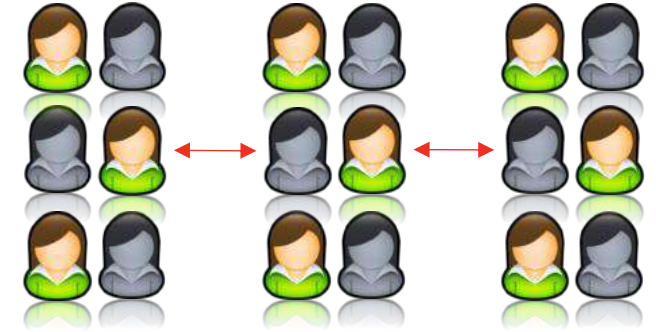
- *"Best Practices for User-Enabled Identity Tokens"*
- *Unified ID 2.0*

Global Privacy Platform

Accountability Platform

https://iabtechlab.com/project-rearc/

Why worry now

We are here

| Legend: Discussion, Testing, Ready for adoption, Transition period: Stage 1, Transition period: Stage 2 |
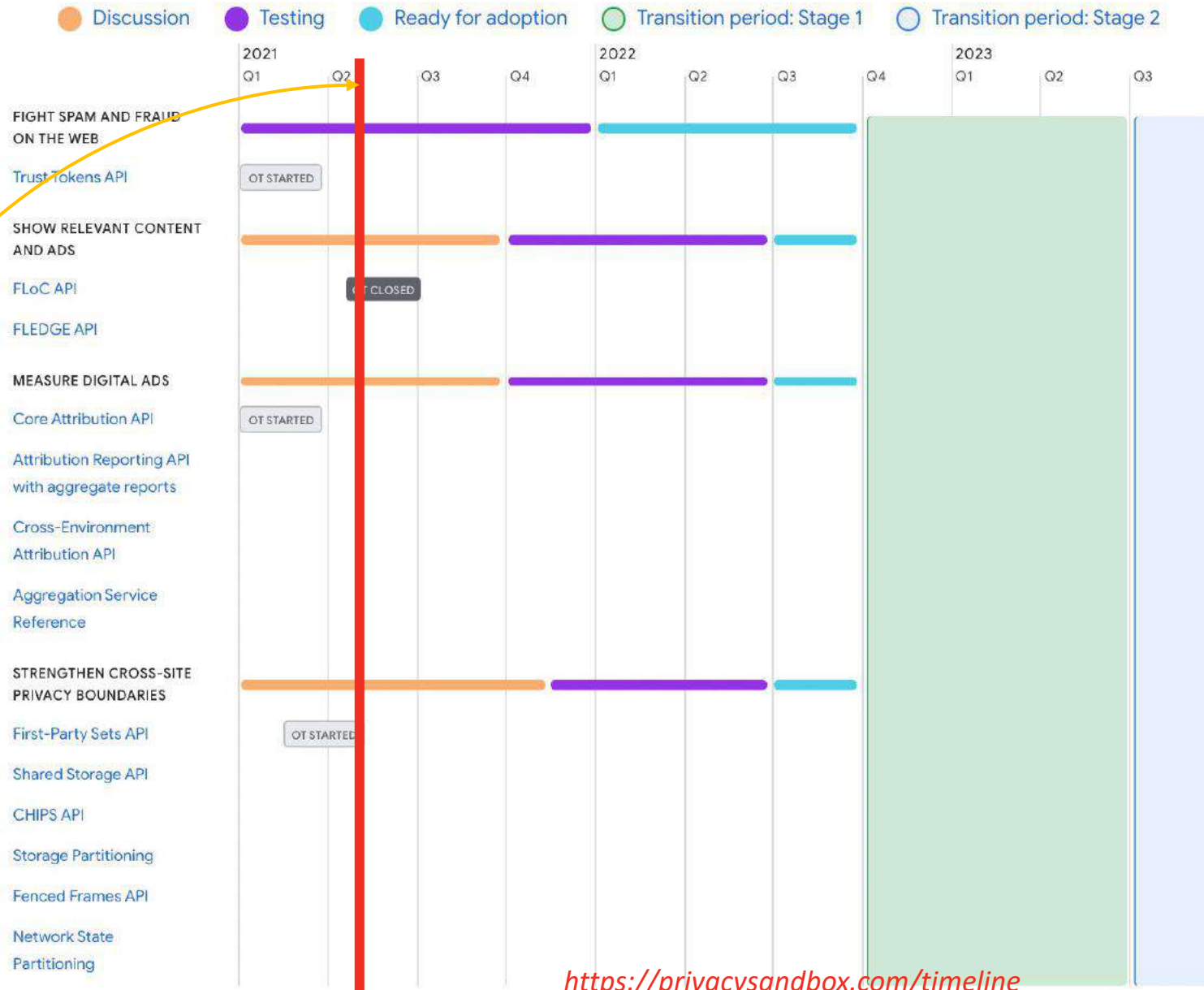
- Understanding your users and traffic
- Determine best approach for yourself
- Testing and Planning
- Standards implementation
- Working with partners
- Provide feedback to Chrome team

https://privacysandbox.com/timeline

UID 2.0

On May 24 The Trade Desk announced it is contributing the source code for UID 2.0 to IAB Tech Lab, the Technical Working Group of the Partnership for Responsible Addressable Media (PRAM)

On July 29, IAB Tech Lab released the UID2 source code for open collaboration and to be managed by the IAB Tech Lab Addressability Working Group and Privacy & Rearc Commit Group

- The industry now has full ownership over the ongoing development of UID 2.0, as interoperable infrastructure to aid in proprietary innovation and industry growth.

- IAB Tech Lab's Addressability Working Group and Privacy & Rearc Commit Group will guide the technical development of UID 2.0.

- The Trade Desk plans to remain an active contributor to UID 2.0, alongside others, and will continue to work with industry peers to drive wide adoption.

- Prebid.org will remain one of many UID 2.0 "Operators," which create ID tokens under UID 2.0's design.
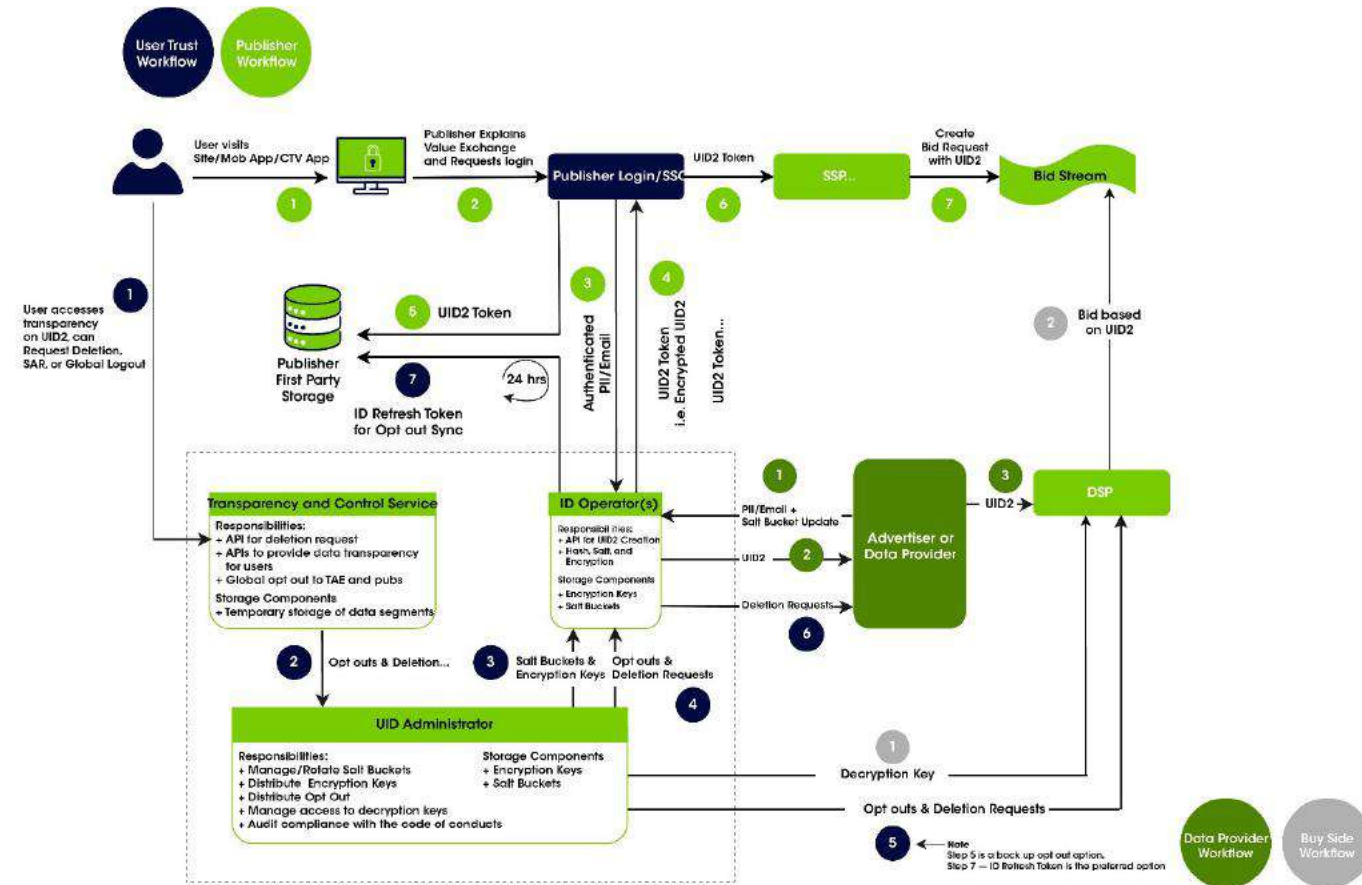
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UID 2

Deterministic Identifier for logged in experiences

enabling activation of advertiser first party data

Complete system with

- Security

- Transparency

- Accountability

Nonproprietary and Open Source

Identity Token Best Practices

First Party Obligation to User privacy

- Transparency: Proper disclosure to user about use and sharing of data

- Control: Allow user to control use and sharing of data

Security

- PII to be pseudonymized

- Tokens must be disconnected from PII and not reusable

- Sufficient encryption to prevent reverse engineering

Exclusions

- Necessary and sufficient safeguards when consumer is a child – No data passed in any form

Access and Use

- Third party access conditional on compliance with regulations, consumer preferences and code of conduct

Global Privacy Platform

UID 2 Software and Service Layers

Accountability Platform

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The UID2 (raw UID2) is an unencrypted alphanumeric identifier

A UID2 is designed to be stored by advertisers, data providers, and DSPs

UID2 is never shared in the bid stream. UID2 Token is shared in the bid stream

UID 2 Token is create by encrypting raw UID2 by utilizing cryptographic nonces and encryption

The UID2 Token is different every time it enters the bid stream. This secures the UID2 ecosystem and prevents non-UID2 participants from building profiles using UID2 tokens.
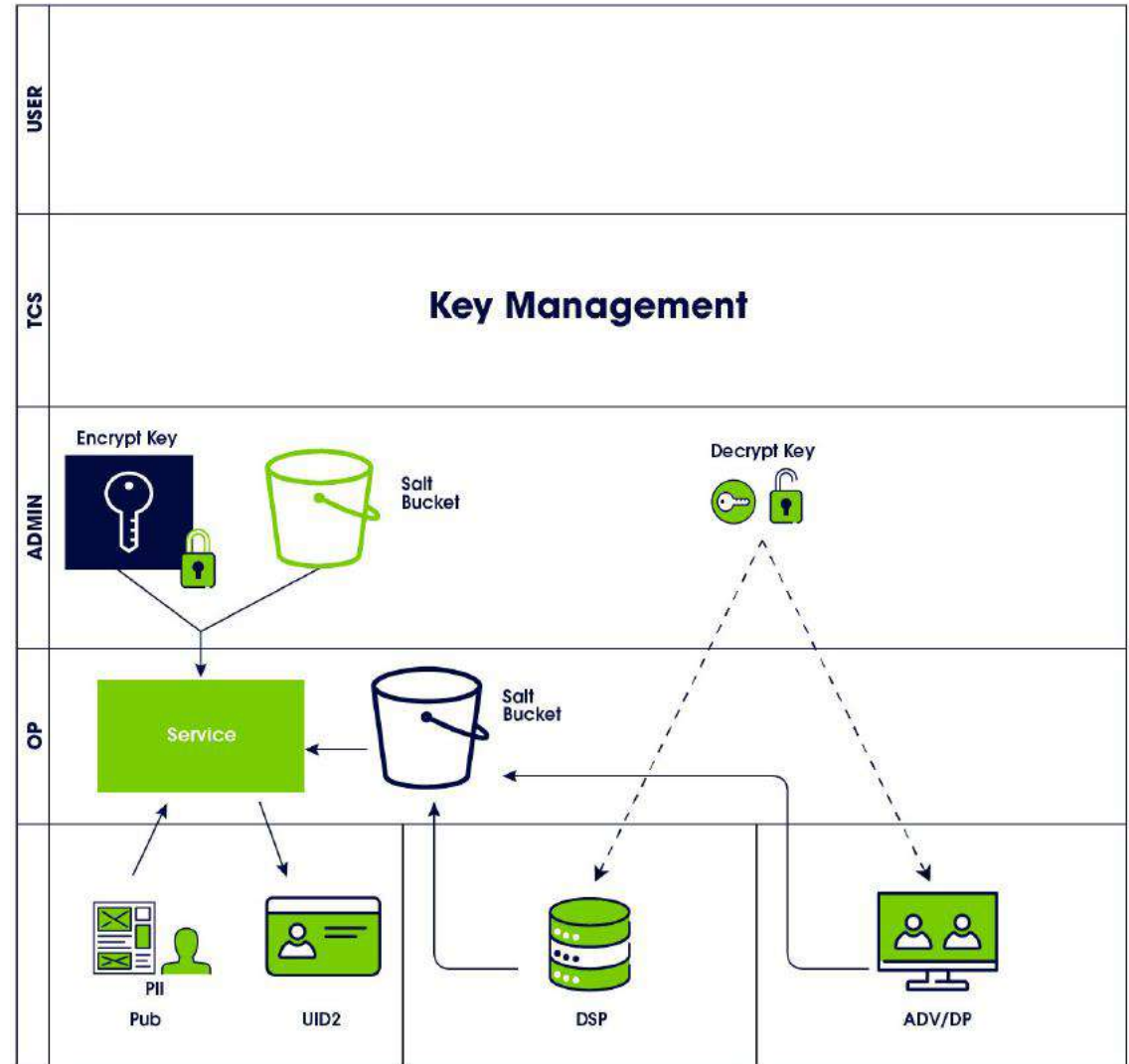
Administration

- Distributes encryption keys and salts

- Manages UID 2 opt out requests

- Send decryption keys

Operation

- Receive and store encryption keys

- Generate and manage UID2 and UID2 Tokens

- Can be open or closes

Identity Token Principles

➢ Advertiser and Publisher Choice ← → Disclosed to and controlled by consumer

➢ Consumers can exercise control per local law and policy

➢ FIPP (Fair Information Practice Principles) as minimum benchmark

➢ Technical Safeguards for accountability to consumers → IAB Tech Lab Accountability Platform

➢ Secure and authenticated approaches to sharing consumer choice across supply chain → IAB Tech Lab Ads.cert standard

Generator

- Obtain and Maintain API Keys and salts

- Collect consumer Consent/ Manage Opt outs

- Generate UID2 when consent is available

- Keep token refreshed

- Examples: Publisher, Login Providers, Advertiser, Data Provider

Observer

- Obtain and maintain API keys

- Provide consumer with access to opt out portal

- Decrypt UID2s

- Examples: DSPs, Measurement Providers, Advertisers
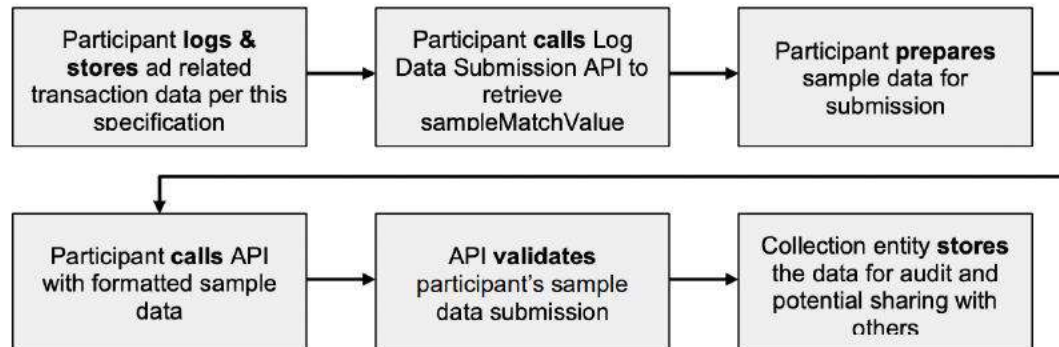
Standardization to support UID 2

Accountability Platform

➢ Logging and retention for data use analysis

➢ Standard data structure

➢ Sender/Receiver: who shares with whom, what data, what privacy choices

➢ Prescribed period

Global Privacy Platform

➢ Multi Jurisdictional design

➢ TC String as a starting point→ GPP String

➢ Header Section- Identify regions

➢ Discrete Sections

Workflow

| Participant **logs & stores** ad related transaction data per this specification | Participant **calls** Log Data Submission API to retrieve sampleMatchValue | Participant **prepares** sample data for submission |

| Participant **calls** API with formatted sample data | API **validates** participant's sample data submission | Collection entity **stores** the data for audit and potential sharing with others |

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Audience Q&A

MMA

Moderators:

BCG BOSTON CONSULTING GROUP

Derek Rodenhausen
BCG Partner

Alex Barocas
BCG Partner &
Associate Director

SHAILLEY SINGH
*Acting GM and Senior VP,
Product Management and
Global Programs*

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SUBMIT QUESTIONS VIA THE Q&A BOX

Q&A

Send us your questions and insights, using this Q&A box.

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UP NEXT

ID5

Mathieu Roche
Co-founder & CEO
ID5

ID5 Universal ID – Identity Product Overview

ID5 enables publishers and advertisers to create and distribute a shared 1st party identifier to the entire ecosystem to enable targeting, frequency capping and measurement in environments where 3rd party cookies and MAIDs are blocked. ID5's privacy-by-design technology and encryption mechanism ensure that users' privacy preferences are respected throughout the advertising value chain.

📅 10 September 2021

⏱ 11:00 am ET

THANK YOU

For Questions or More Information:

Greg Stuart

greg@mmaglobal.com

mmaglobal.com/identifiers

Join the Discussion:
#IdentifiersDebate