

The background of the slide is a complex network diagram. It consists of numerous circular nodes of varying sizes, connected by thin, light-colored lines. The nodes are colored in shades of blue, purple, and grey. In the center of the slide, there is a circular logo for 'Neutronian'. This logo is a dense, spherical cluster of smaller nodes, with a prominent orange node at its top. The word 'Neutronian' is written in a bold, black, sans-serif font, partially overlapping the central logo.

Neutronian

**Compliance Safety is
the New Brand Safety**

Company & Team Background



FOUNDERS



Timur Yarnall

CEO

Previously SVP Corporate Development, Comscore
CEO/cofounder MdotLabs - bot detection platform
CEO/cofounder Broadcast Interactive – local news video
Stanford BS/MS in Engineering



Tom DiGrazia

CTO

Previously Cloud Technology Advisor Amazon AWS
SVP Technology, Comscore
CTO Proximic – Brand safety platform
UC Berkeley BA in Statistics

INVESTORS

Backing from leading Silicon Valley and Silicon Alley angels including:

Anneka Gupta

LiveRamp

Auren Hoffman

SafeGraph

Eric Franchi

MathCapital

Amar Goel

Pubmatic

Hans Tung

GGV

ADVISORY BOARD

Alice Siu

Stanford University

Deven Sharma

Former President S&P

Tricia Gabberty

Equifax

Louis Monier

Deep Learning Expert

Amanda Martin

Goodway Group

Jené Elzie

Athletes First Partners

Marc Ginsberg

American Express

Steve Katelman

Omnicom Media Group

Neutronian Platform

SaaS analytics providing a comprehensive view of data quality



FEB 2020

- Data Quality Certification

SEPT 2020

- Compliance Safety

MAR 2021

- Data Quality Scoring

DigitalNewsDaily

Neutronian Creates FICO Score For Data Quality, Launch Advisors Omnicom, Goodway Group

by Laurie Sullivan @lauriesullivan, February 24, 2020

Neutronian, a Silicon Valley company backed by data experts and leading angel investors, will announce Tuesday the launch of a compliance and source measurement verification platform that scores data quality for marketers and

T>>>VISION

eyeota

sharethis

bombora

ibotta

OPTIMUS

affinity
answers

"Neutronian provides the first and only comprehensive view of data quality that I need when determining what data providers we should be using."

- Amanda Martin, VP Enterprise Partnerships
at Goodway Group

What is Compliance Safety?



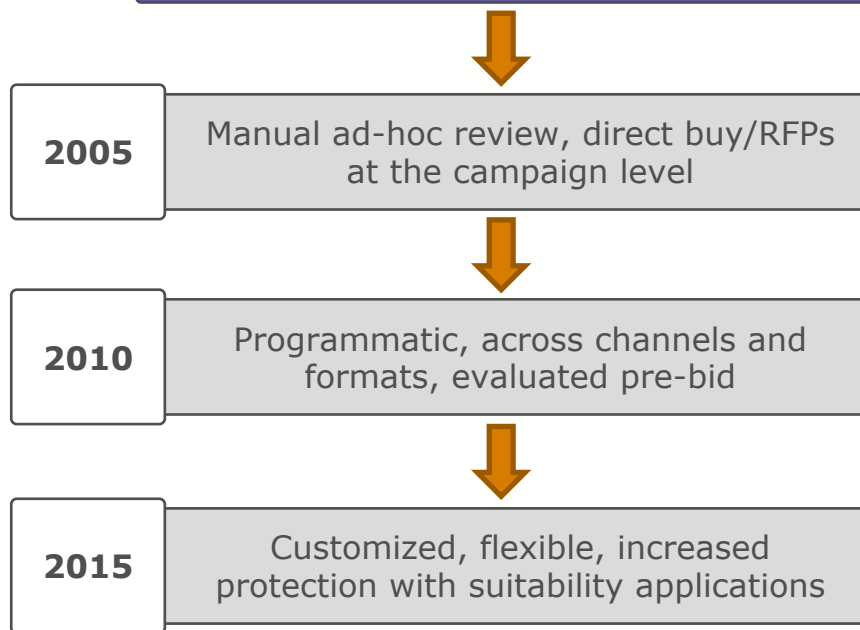
Brand safety: Keeping a brand's reputation safe when they advertise online by helping them avoid placing ads next to content that does not align with their images, values and messaging

Compliance safety: Keeping a brand's reputation safe when they advertise online by helping them avoid leveraging data or placing ads on websites that do not meet their own compliance requirements as well as industry privacy regulations

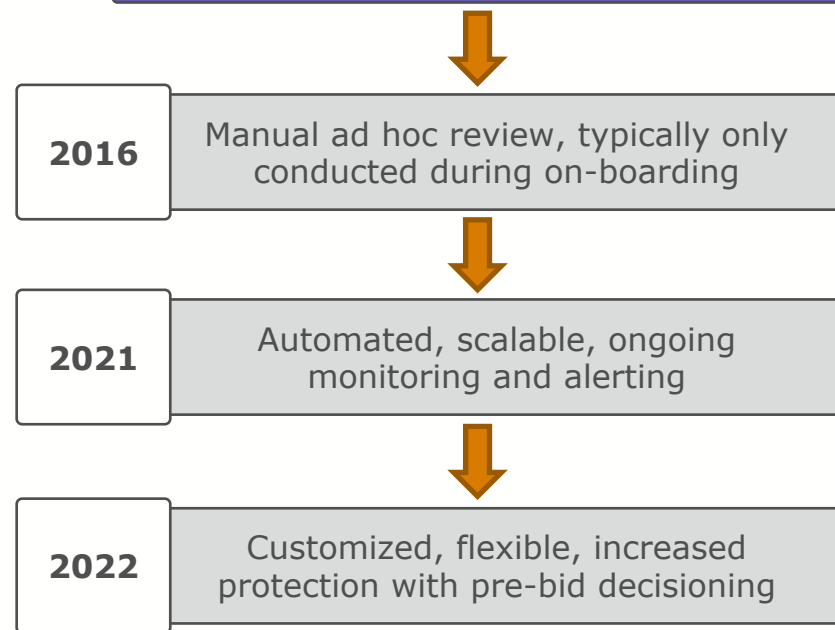
The Evolution of Brand Protection by Year



Brand Safety



Compliance Safety



Why is Compliance Safety Important?

Mismanaged Consent and Compliance Present a Risk to Brands



IAB Europe's ad tracking consent framework found to fail GDPR standard

Natasha Lomas @riptadi / 9:17 AM EDT • October 16, 2020

[Comment](#)



Purposes

Give Consent to All

- ☐ Store and/or access information on a device *
- ☐ Select basic ads *
- ☐ Create a personalised ads profile *
- ☐ Select personalised ads *
- ☐ Create a personalised content profile *
- ☐ Select personalised content *
- ☐ Measure ad performance *
- ☐ Measure content performance *
- ☐ Apply market research to generate audience insights *
- ☐ Develop and improve products *
- ☐ Strictly Necessary Cookies
- ☐ Functional

[Back](#)

[Save and Edit](#) [Accept All](#)

[Information](#)

Consent has not been provided...

...cookies are still being dropped.



How Can Compliance Safety be Utilized?

Understanding if Websites are Using Opt-ins vs Opt-Outs



Overall websites are

2.5x

more likely to force
users to opt-out versus
asking them to opt-in

60%

of all websites do not
provide easily accessible
opt-out notices

How Can Compliance Safety be Utilized?

Evaluating the Trade-off of Premium vs. Longtail Websites



Compared to longtail sites, premium sites are...

2x

**more likely to be
compliant with
GDPR/CCPA
requirements**

6x

**more likely to
provide easily
accessible data
controls**

2x

**more likely to
offer appropriate
opt-in/out
functions to
users**

Perspective From American Express and Equifax

Thank You!



CONTACT US

For more information feel free to visit our website or contact us via email, we'll be glad to help.



partner@neutronian.com



[neutronian.com](https://www.neutronian.com)