

Rearc: One Year Later

Portfolio of Requests for Comment



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TECH LAB

**Member-driven,
member-developed**

*750+ companies total
30+ Board companies
40+ IABs & 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**

Tech Lab 2021 Priorities

**CTV / Cross-Media
Growth & Health**

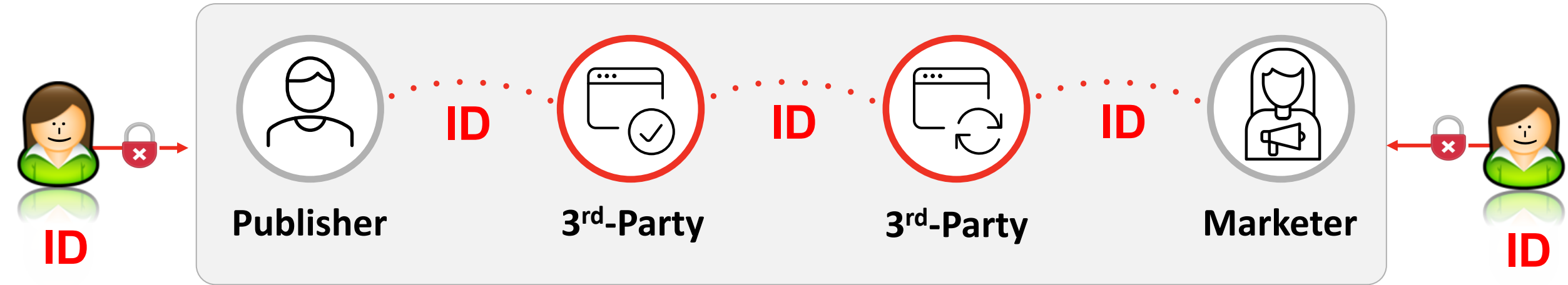
Privacy & Addressability

**Supply Chain
Transparency & Security**

**Measurement
Infrastructure**

**Re-Architecting Digital Media
for Responsible Addressability &
Predictable Privacy**

Rapidly Changing Digital Advertising Infrastructure



Many digital advertising use cases rely on IDs to link 1st-party audiences.

- These *IDs are increasingly limited*, breaking links between publishers & marketers.
- This impacts *all stakeholders*: consumers, publishers, advertisers, vendors.
- Our industry must *re-architect systems & processes for privacy*.

Project Rearch, One Year Later...

February 2020: IAB & Tech Lab initiated Project Rearch as a global industry effort to focus on standards for **preserving addressability with privacy & accountability.**

July 2020: We joined forces with the **Partnership for Responsible Addressable Media (PRAM)**, adding critical business & policy stakeholders.



Partnership for Responsible Addressable Media

The Process, Industry-Wide...

Phase 1 – Understand the Problem

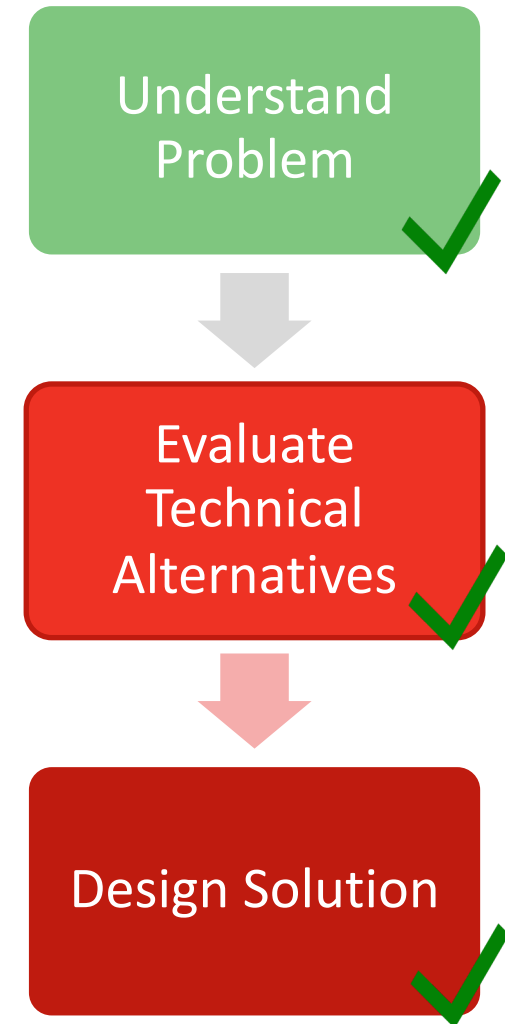
- Business activities & identifier dependencies
- Business impact from loss of identifiers
- Privacy issues & principles

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



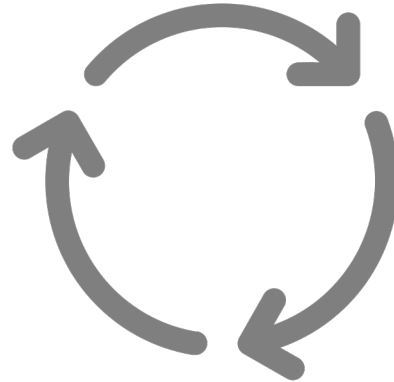
What have we learned?

- This is **complicated**. #understatement
 - Companies & governments have many **competing approaches to solutions**
 - There's **no shortage of perspectives, speculation, confusion**
 - There are **no guarantees** – the environment will continue to evolve
- We can place some **bets with confidence**

Privacy & Data Protection by Default are the New Normal

PEOPLE

- Growing awareness & concerns about the data economy
- Distrust of corporate & political power & institutions



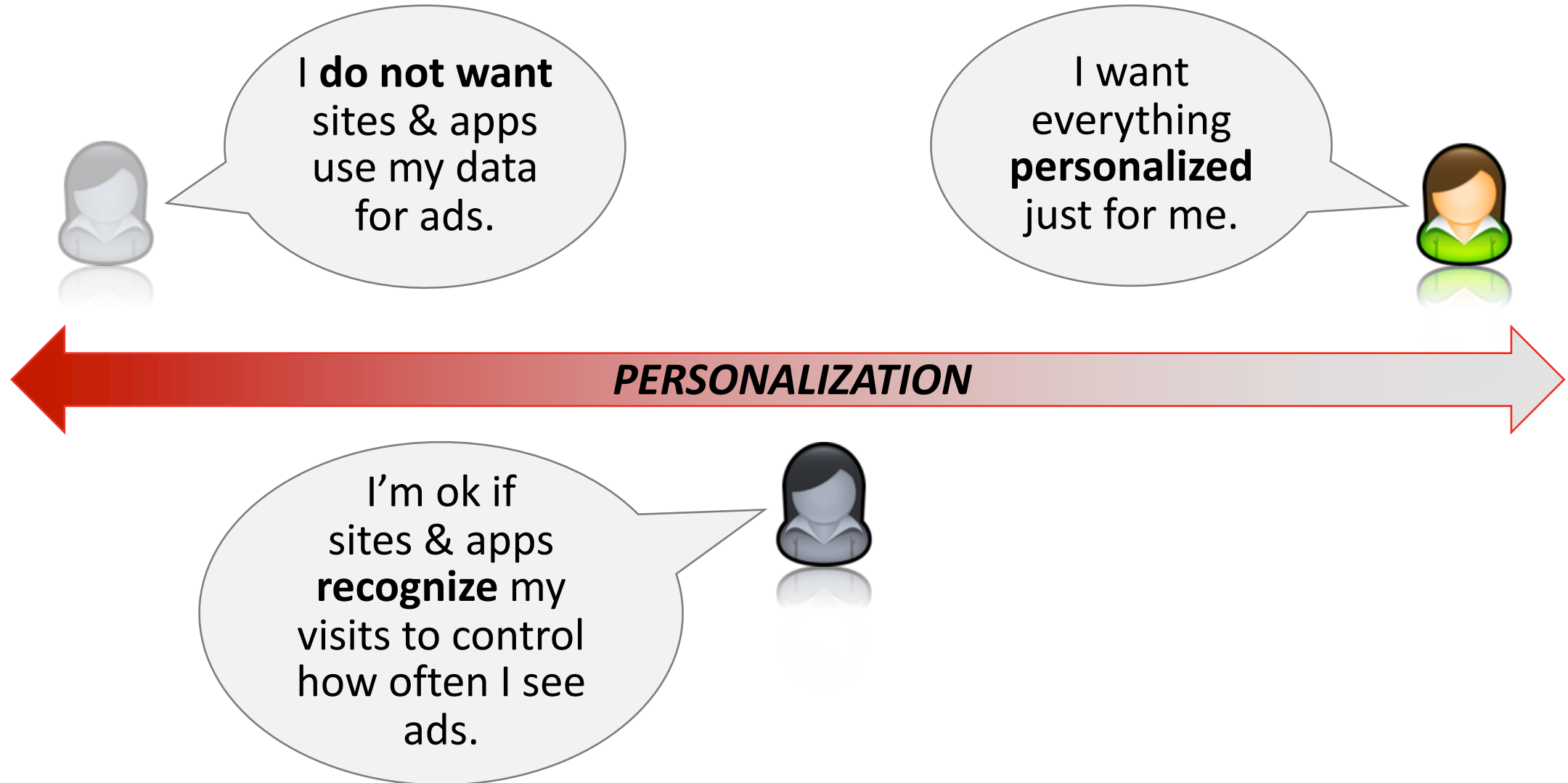
GOVERNMENTS

- Rise of privacy laws globally – many requiring consumer opt-in, all requiring transparency/control
- Legal action against violators

PLATFORMS

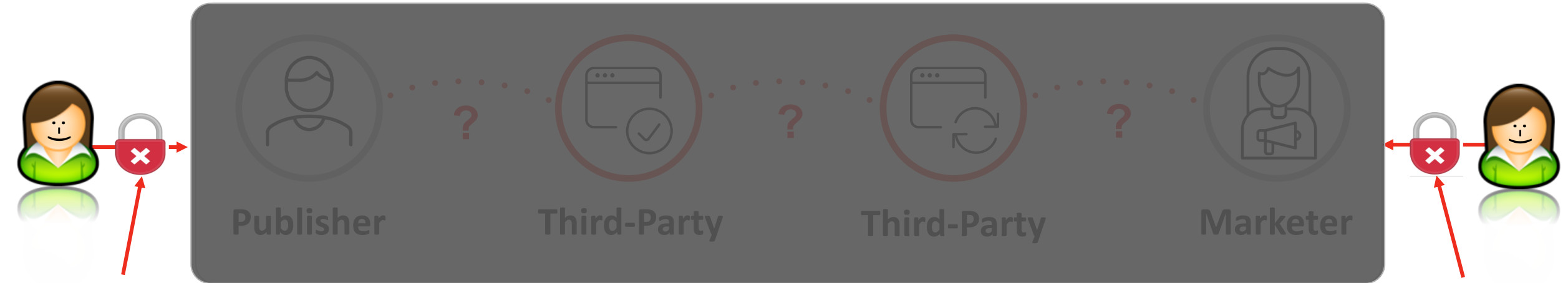
- Browsers & operating systems limiting cookies & IDs globally – taking aim at cross-site tracking
- Largest ad/media platforms revising their practices

Spectrum of User Control...ALL Types Demonstrably Honored



Accountability & Auditability Are Foundational

We must shine a light into the black box of digital advertising.



**Transparency
and Control**

(encoded in a
standard format)

**Transparency
and Control**

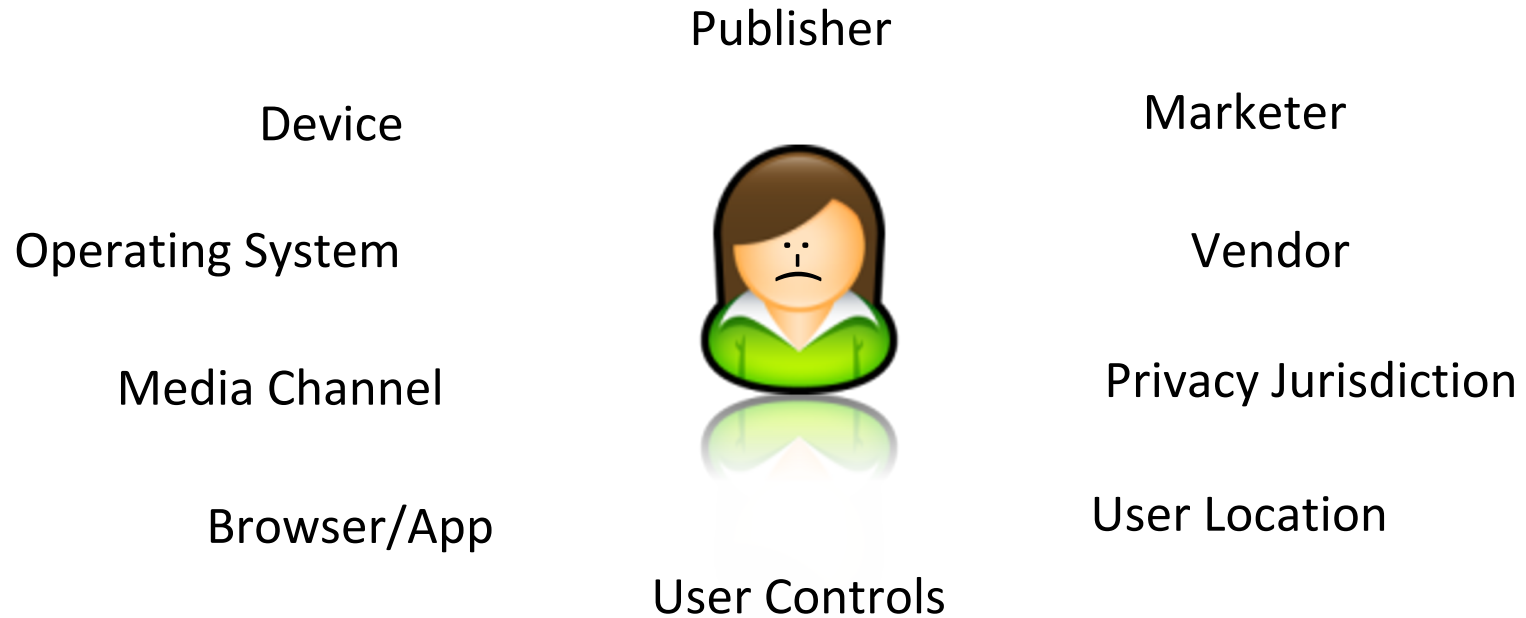
(encoded in a
standard format)

- What are users' data rights & preferences?
- Who has access to IDs & personal data?
- Are they complying with user data choices?
- ... with standardized, auditable data structures.

Open Standards are Critical

Delivering ad-supported user experiences risks becoming too complex.

Ad planning, personalization, delivery, measurement, privacy compliance, etc. can vary by:



Open standards can help enable **predictable user privacy** and the delivery of **responsible ad-supported digital experiences**.

Portfolio Approach to Addressability (No Silver Bullet!)

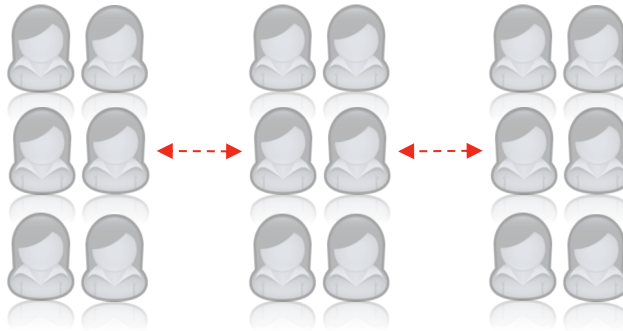
Planning for a range of scenarios across advertising business activities & use cases:

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



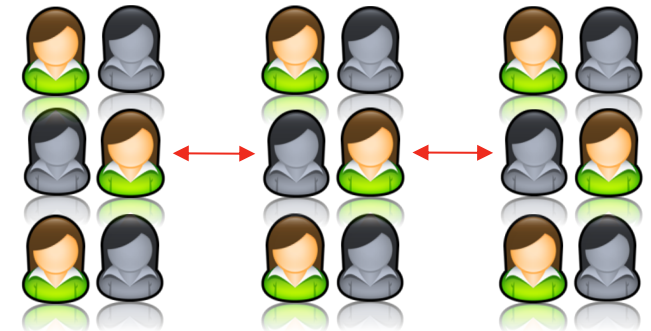
- Contextual
- Seller-defined audiences
- Private marketplaces

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



- Chrome Privacy Sandbox
- Apple SKAdNetwork & Private Click Measurement

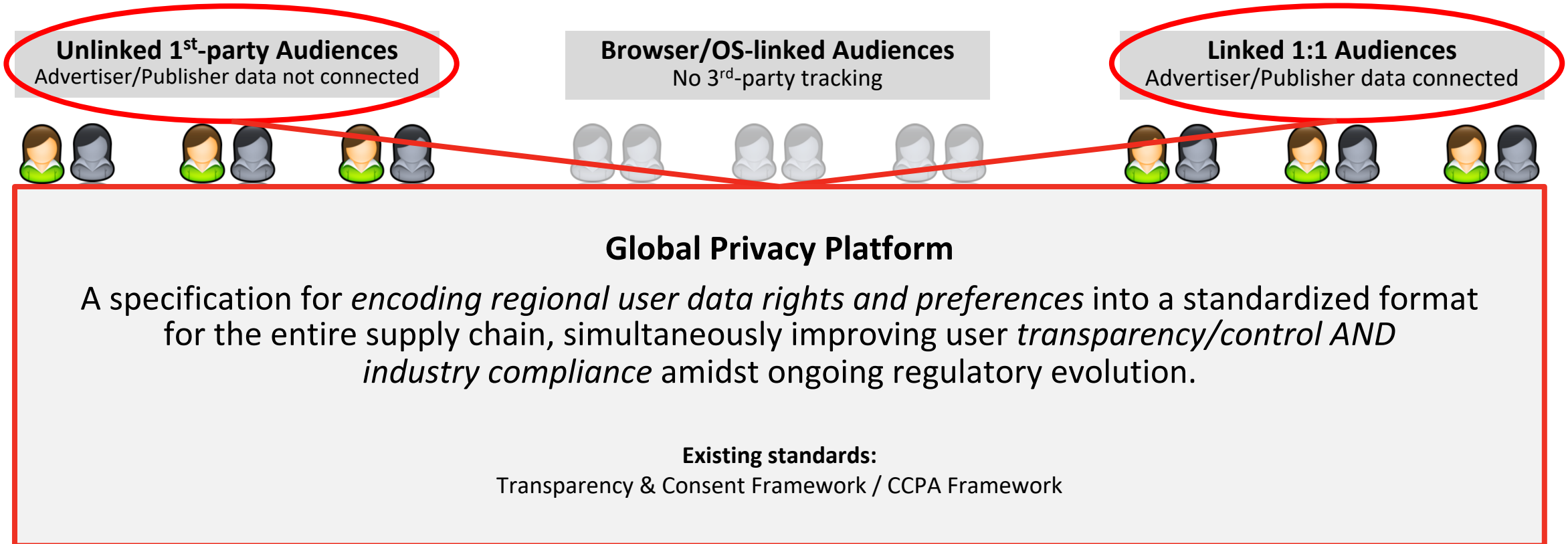
Linked 1:1 Audiences Advertiser/Publisher data connected



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

Releases for Comment – Privacy

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



Global Privacy Platform (Highlights)

Building on track record of **encoded signals** passed interoperably through the digital advertising supply chain

Technical schema and tools, **not a one-size-fits-all** user interface

Multi-jurisdictional at once allowing more conservative approaches throughout the supply chain

Flexibility to support new markets or evolutions in existing ones without disruptions to other markets

Optional single source of truth for company registry and data uses taxonomy

Cryptographically signed signals

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Global Privacy Platform

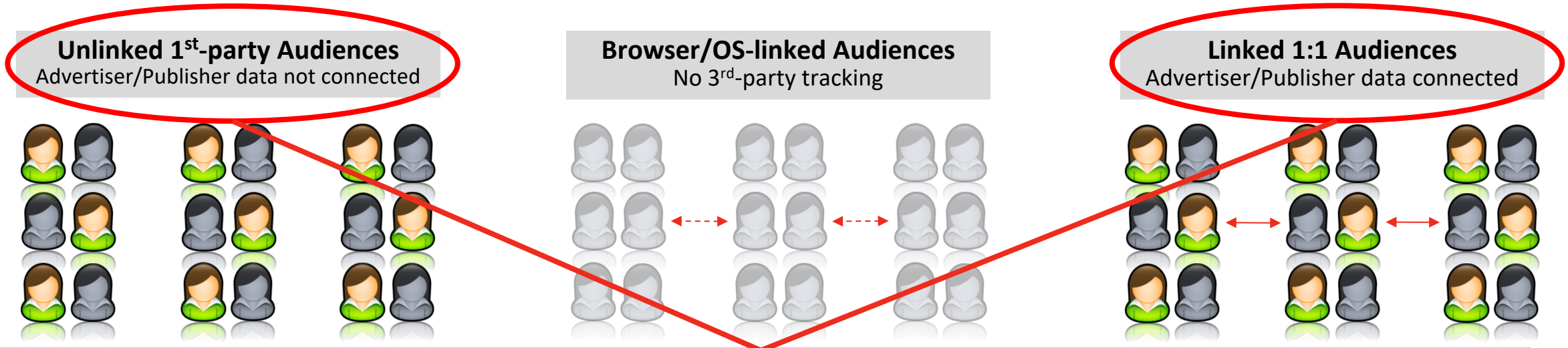
Streamlining technical privacy and data protection signaling standards into a singular schema and set of tools which can adapt to regulatory and commercial market demands across channels.

March 2021

Draft in Request for Public Comment until April 8, 2021

Releases for Comment – Accountability

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



Accountability Platform

A specification for open, *auditable data structures and standard practices* to reliably demonstrate digital advertising supply chain *conformity to preferences and restrictions* set by users and the digital properties they visit.

Accountability Platform (Highlights)

Open, **auditable data structures** for all participants

Transaction-level reporting with data use details and accompanying privacy signal

Pairwise architecture **facilitates comparison** between data "senders" and "receivers"

Random sample methodology to thwart manipulation

Standard technical interface for participants to submit transactions for the period

Intention to support existing privacy and data protection compliance and enforcement

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Accountability Platform

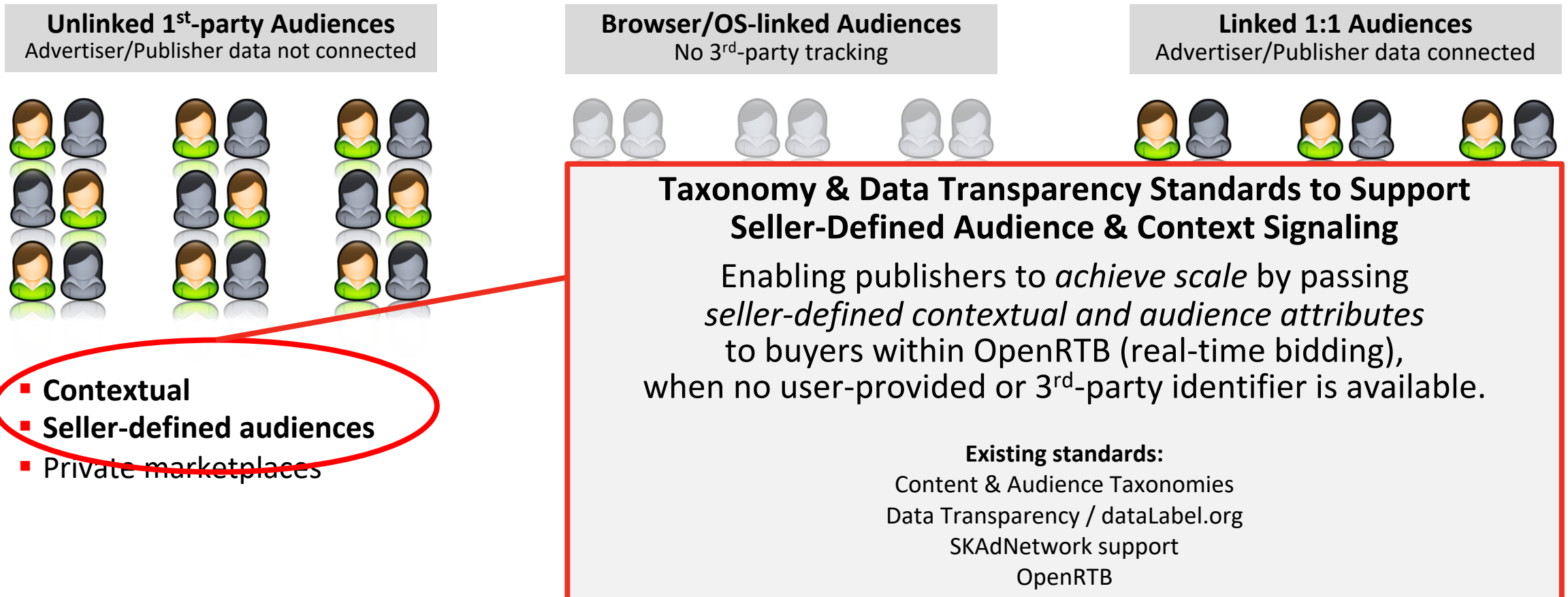
A specification for open, auditable data structures and standard practices to reliably demonstrate digital advertising supply chain conformity to preferences and restrictions set by users and the digital properties they visit.

March 2021

Draft in Request for Public Comment until May 7, 2021

Releases for Comment – Addressability

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



Seller Defined Context/Audiences (Highlights)

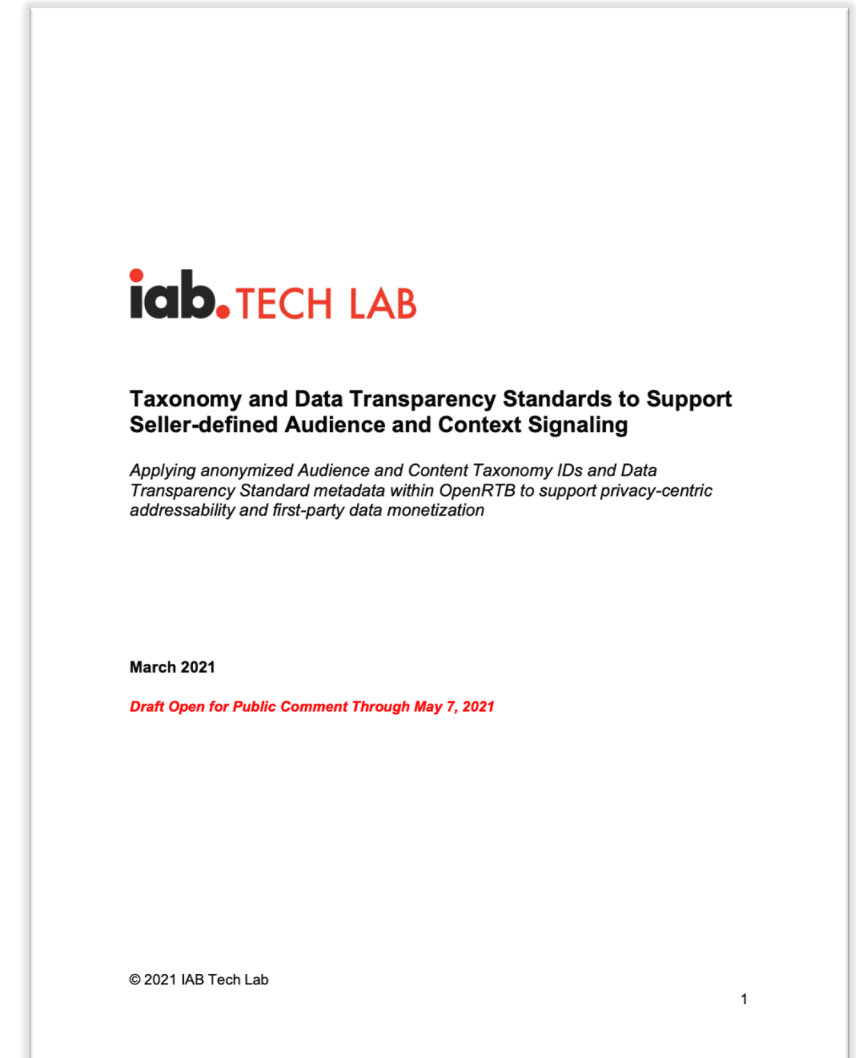
Building on **existing taxonomies** and data transparency standards

Tying that work together in way that can lead to **scalable content and audience targeting** that doesn't have to leak user level data

Prebid adoption and POC in market to drive scale faster

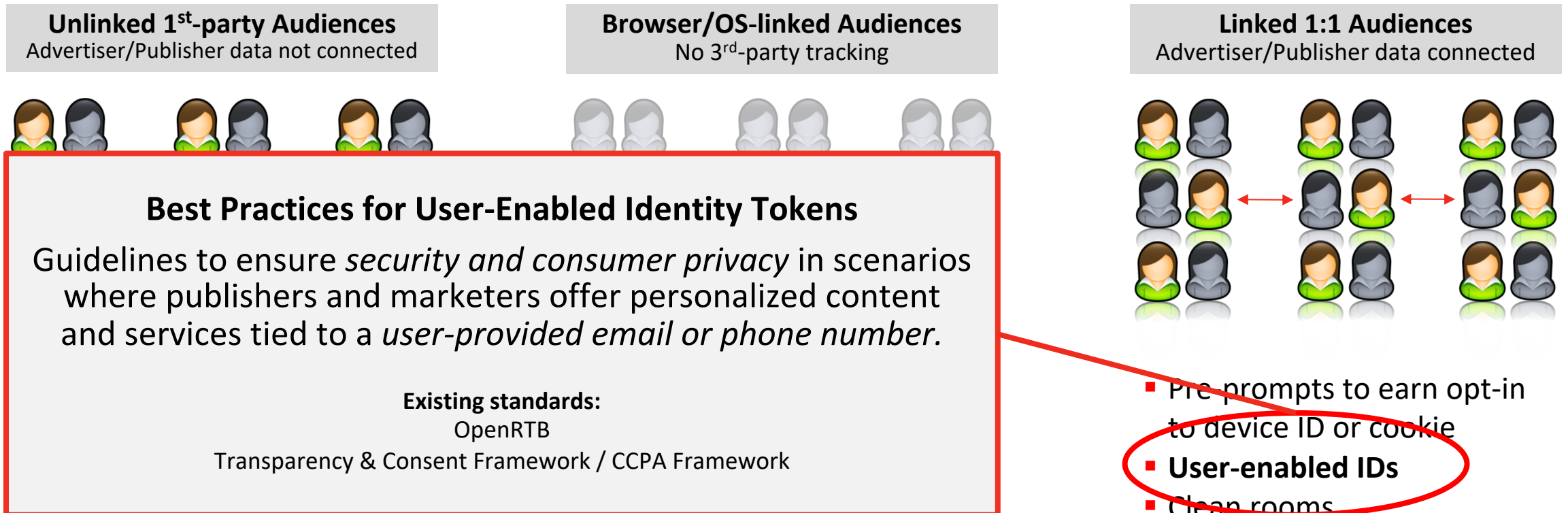
Aligned with many publishers' market narrative for taking back some of their value proposition, particularly with audiences

Echoed in Google Ad Manager announcements to focus on giving publishers tools



Releases for Comment – Addressability

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



Best Practices for User-enabled Identity Tokens (Highlights)

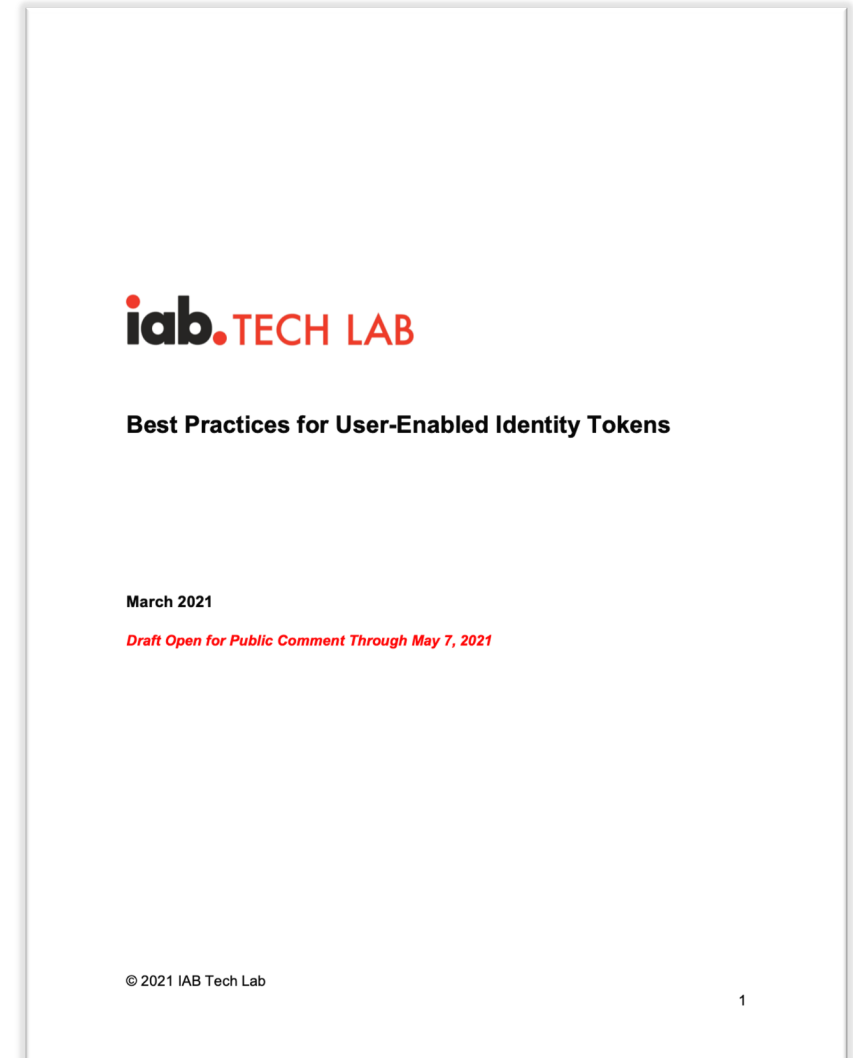
Sets a **baseline** for a key area everyone seems to be running to: direct, 1:1 cookie / mobile ID replacements

Agnostic **security and data protection practices** seen as central to sustainability of 1:1 identifiers

A clear indication that standards can and should address a **broad range** of technical methods for achieving user level addressability (this is not a UID2 only draft)

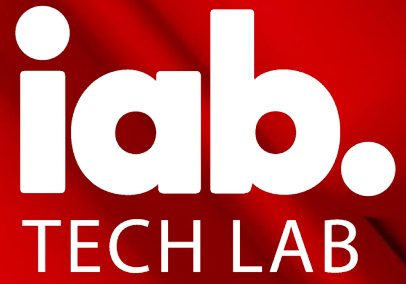
Fills a gap for technical guidance that can be applied globally, even referenced by local data protection and privacy policies

Allows for participants to go above and beyond, but also understand where they do not meet a bar



Call to Action

1. Plan for a *portfolio approach* to addressability scenarios.
2. Provide *feedback* on new releases: <https://iabtechlab.com/rearc>
 - **Addressability:** (1) *Seller-Defined Audience & Context Signaling*
(2) *User-Enabled Identity Tokens*
 - **Privacy & data protection:** (3) *Global Privacy Platform*
 - **Accountability:** (4) *Accountability Platform*
3. Support *open standards & predictable user privacy*.
Join PRAM and Tech Lab working groups – *more work to be done!*
4. Invest in *user engagement*: education, transparency, controls, earning trust.
5. Support *accountability* in 2022 by insisting your partners contribute Accountability Platform data.



Thank you!

To learn more visit iabtechlab.com/rearc