BENEFITS AND CHALLENGES OF JOINT CONTROLLERSHIP

Is the ad tech industry ready for a shift?

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Key aspects of the joint controllership – MORE ACCOUNTABILITY

Legal basis

Undebatable it is CONSENT

Challenges: *Evidence of consent retroactively and in real-time.*

Transparency

To be ensured by both, website operator (advertiser/publisher) and the ad tech vendor of choice

Challenges: '*Less is more' but it is a struggle to have decent transparency that is consumer friendly.*

Data subject's rights

- ❏ On Advertiser's/ Publisher's website as first hand information
- ❏ Vendor's site

Challenges: *GDPR states one stop-shop, but the backstage processes can bury the stakeholders in cumbersome communication.*

Contractual framework

A privacy framework with modular setup that catches upon all the roles

Challenges: *fragmented frameworks across different markets within EU. Ideally is to have an industry template that can be adopted by different stakeholders.*

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A glimpse into the practice

Is your DSP or SSP a Data Processor or Data Controller or Joint Controller?

Example Adform's Role

Data Processor

Data Controller
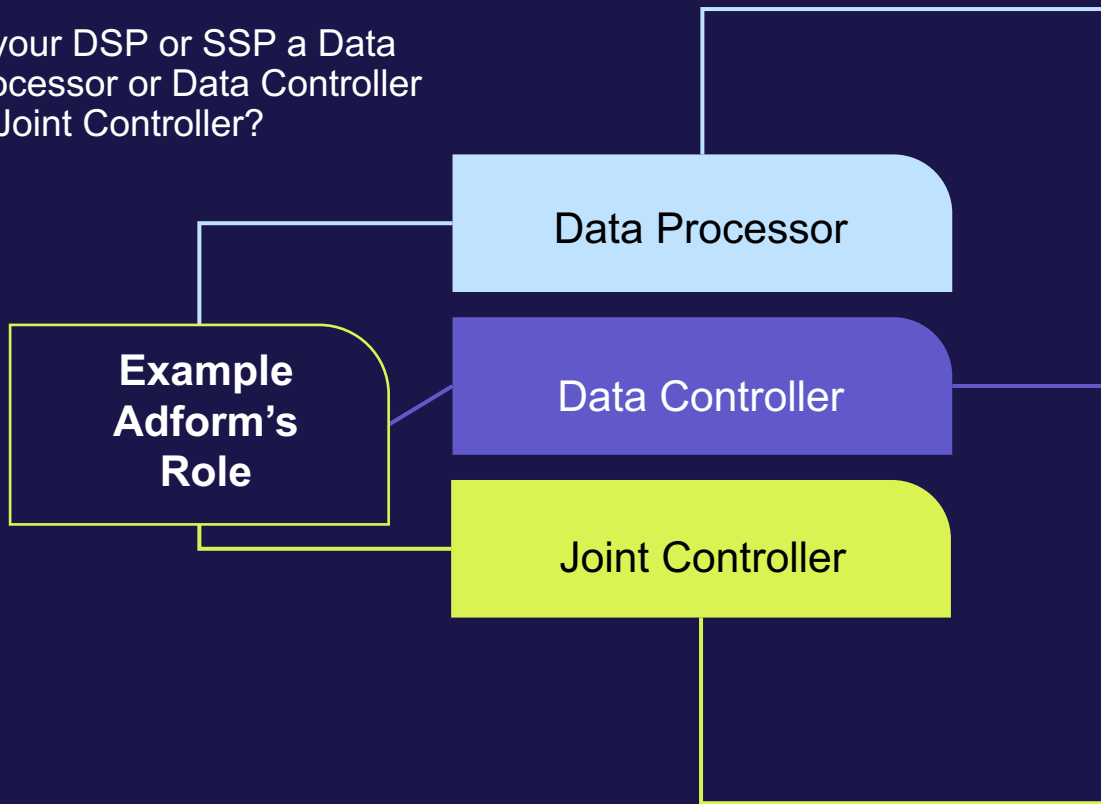
Joint Controller

- ❑ Client Data – '*all the data related to a visit on a customer's digital properties (website or advertising content) that such client sent to us and all data which customer feeds into the platforms for all advertising-related purposes*.

- ❑ The 3rd party cookie ID - *the unique identifier which is created, assigned and retained by in respect of each user who interacts with a client's website where Adform cookie is placed*
- ❑ Fraud detection and prevention, measurement

- ❑ 3rd party cookie on Clients websites - for collection and transfer of data
- ❑ Advertiser's or Publisher's 1st Party IDs – when processed by Adform for retargeting, any processing that envisions 'cross' inferences (NOT matching or mingling)

Challenges: is frequency capping a JCA topic?

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JC Trends in other markets

A glimpse into Germany and UK

JCA trends in Germany and UK

Publishers are more prepared than the Advertisers to embrace JCA frameworks

Publishers are incentivized by the 3rd party cookie crumble> want more control of their data and also demand more accountability

JCA Template Framework developed and launched by BVDW in Germany

Advertisers – large enterprise brands hop-on to catch up with the JCA journey

Challenges: *What is **Agencies' role**? Will it be re-defined to ensure scale?*

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Thank you! Questions?