



First Party Reality: New Rules of Engagement

Covering your bases:
How can companies
prepare for a cookieless
future

What does a cookieless future mean in practice?

3 steps to navigating a cookieless world

How can companies prepare and get ahead of the curve?



What does a cookieless future mean in practice for marketers & publishers?

Cookies aren't going away completely but the end of third-party cookies affects marketers and publishers' ability to:

- Segment and activate audiences
- Suppress and retarget
- Execute a cohesive cross-device strategy
- Gain audience insights
- Measure and attribute campaign performance

A shift away from third-party cookies can be a positive because it allows companies to:

- Focus on more reliable data - Zero Party and 1st party data
- Provide a better user experience - unifying Consent (CMP) and Preferences (PMP)
- Create better coordination between Marketing and Privacy teams

Three Steps to Navigating a Cookieless World

Review the data you are already collecting

Take a step back and focus on quality over quantity. Evaluate the data you are collecting and how you use this data to provide value to your customers.

Prioritize zero- and first- party data

This data the customer intentionally and proactively shares with you. It's more reliable and is based on an existing relationship with the customer.

Invest in building trust with your users

Invest in consent and preference management technologies. These tools will help you put your users in control of their personal data, generating trust.



In the internet age,
**trust is the most
important driver of
success** in business.





Build Privacy-first Customer Experiences

Trust has become a crucial competitive differentiator. The recent Privacy Made Positive™ research conducted across France, Germany, Ireland, and Great Britain, revealed that:

Providing clear privacy information and **effective consent management improves opt-in rates** and increases marketing reach.

4/5

of consumers believe that **transparency is important** for trusting a company or brand.

70%

of consumers are **more likely to accept cookies & emails** from companies with good privacy information.

How can companies prepare in the short term?

1. **Conduct a comprehensive discovery and review of the third parties** on your website to understand what type of data they are collecting. This is often an overlooked part of the process as many companies don't fully understand what tags and scripts are pulling in other third parties, who in turn may be pulling in another set of third parties.
2. **Review the ways in which you use customer data** and how you protect it, making sure that purposes are clear and limited and that security measures are practical and appropriate.
3. **Work with your marketing team to review your privacy information and consent mechanisms through the eyes of the customer**, to check that you are clear about the purposes for which you use personal data and the measures which you have in place to protect that data. Avoid privacy jargon and vague statements such as having “appropriate organisational and technical measures” in place.
4. **A/B test privacy notice wordings with consumers** to test the impact on opt-in rates for consent-based processing.

It's about **data quality**,
not data quantity.



In order to get ahead of the curve, companies should invest in preference management technologies

Pairing a Consent and Preference center allows you to better **understand how to use the data** allowed by a customer.

This in turn **creates more trust from the end user.**



An example: combining consent and preference management creates a great user experience.



iTunes

iTunes



WATCH **ESPN**

8



6



NETFLIX

HBO NOW



**STREAM
MOVIES**



Installing App



Browse

Kids

DVDs

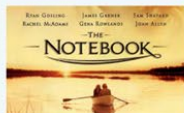
Comedy



Documentary



Romance



Horror





Browse Kids DVDs



With your agreement, we and our partners use device storage to store and access personal data like precise geolocation data, and identification through device scanning. We process that data for purposes like personalised ads and content, ad and content measurement, audience insights and product development. You can withdraw your consent or object to data processing based on legitimate interest at any time from the app menu.

We and our partners do the following data processing based on your consent and/or our legitimate interest: Personalised ads and content, ad and content measurement, audience insights and product development, Precise geolocation data, and identification through device scanning, Store and/or access information on a device

[Our Privacy Policy](#)

[Our partners](#)

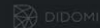
[Accept & Close](#)

[Disagree & Close](#)

[Manage my Choices](#)



privacy management by



Comedy



Documentary



Romance



Horror





Browse Kids DVDs



SYREAM
MOVIES

HOW WE USE DATA

OUR PARTNERS

Save my choices & Close

Accept & Close

Disagree All & Close

How we use data

We and our partners use non-sensitive information from your device to improve our products and personalize ads and other contents throughout this app. You may accept all or part of these operations. To learn more about how we use your data, to review your options or these operations for each partner, visit our privacy policy.

QUICK ACTION



Agree all the purposes for a better user experience
Off



PURPOSES



Store and/or access information on a device
Consent Off



Select personalised ads
Consent Off



Create a personalised ads profile
Consent Off

Comedy



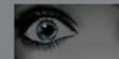
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Comedy



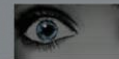
Documentary



Romance



Horror



Tell us more about you!



What movie genres are you interested in?



Horror



Comedy



Romance



Documentary



Cartoons



Action

How do you prefer to be updated?



Email



SMS



Notifications





Browse

Kids

DVDs

My profile



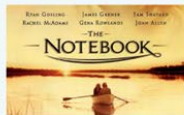
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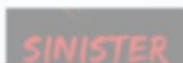
Documentary



Romance



Horror



Marcus



Angela

Manage profiles

My Preferences



My Account

Help Center

Log out

Tell us more about you!



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Horror



Comedy



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Notifications

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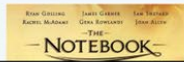
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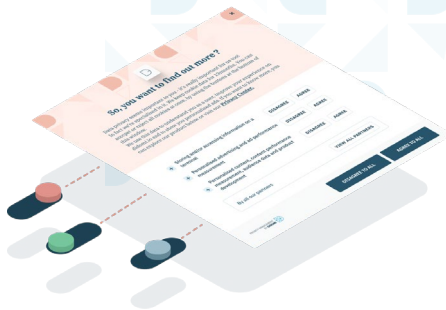


Didomi

Create value with trust

Didomi builds technology to help you put their users in control of their personal data.

By doing so, you generate valuable trust and lay the groundwork for privacy-conscious growth.



Consent Management
Platform



Preference
Center