

WHAT IS PRIVACY ENHANCING TECHNOLOGY?

In response to growing regulatory, cybersecurity, and social concerns about data privacy, players in the digital advertising industry are adopting Privacy Enhancing Technologies (PETs) as alternative solutions to deliver their core functions.

Privacy-enhancing technologies are methods that safeguard personal data by allowing insights to be analyzed and shared without exposing the underlying data.

BENEFITS OF PETS



Reduces or eliminates the risk of contravening privacy principles and legislation



Minimizes the amount of personal data held



Empowers individuals to always retain control of their personal information

TECHNIQUES

PETs use techniques like encryption, anonymization, and privacy-preserving computations to allow the secure use of data while protecting personal information. Many advanced technologies can be applied as PETs. IAB Tech Lab is focusing on the following solutions:



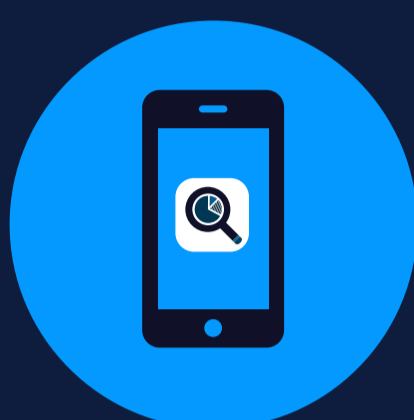
SECURE MULTI-PARTY COMPUTATION (SMPC)

How multiple parties can share, match and query data from multiple business partners without revealing personally-identifiable information



DIFFERENTIAL PRIVACY

Extracting required business metrics from aggregate data without knowing details about each individual comprising the data set

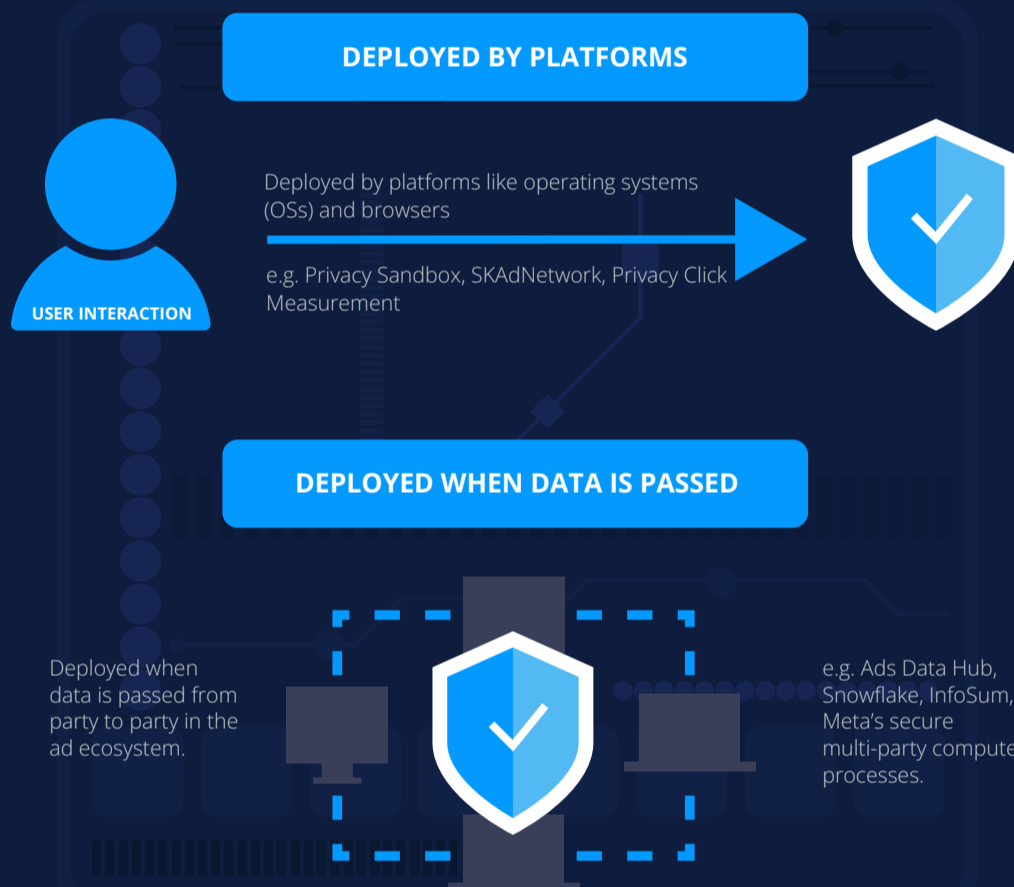


ON-DEVICE ANALYTICS & LEARNING

Minimizing transfer of data and performing functions on a user's device, so they keep control of their privacy

The decision of which PET to use should be driven by the data lifecycle and the industry-specific context.

EXAMPLES



IAB CANADA & IAB TECH LAB PROJECTS

ID-LESS SOLUTION GUIDANCE

Clear frameworks and actionable insights to aid ad tech parties to adapt to the growing limitations of traditional identifiers, such as third-party cookies and device-based IDs.

GLOBAL PRIVACY PLATFORM

Centralized harmonization of regional ad & privacy regulations, for the convenience and security of all parties in the advertising food chain.

PRIVACY TAXONOMY

Provides a standardized language for defining, classifying, and communicating personal data.



In Canada, this is the Transparency and Consent Framework (TCF), which allows ad tech stakeholders to communicate with end users about the use of their data & opportunity to manage their consent preferences.

TCF REGISTRANTS

CONSENT MANAGEMENT PLATFORMS

A single source of truth for website users' consent and objection to data collection; harmonizes consent across multiple channels (e.g. website, mobile app, point of sale) and can be integrated into marketing analytics software for additional insight.

VENDORS

Deliverers of digital advertising, who declare their purpose for accessing or processing user data.

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