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DATA 101

DATA CLEAN ROOMS

Clean rooms help advertisers, publishers, platforms, retailers and data partners connect signals, measure outcomes and grow business without exposing raw customer-level data

A **data clean room** is a secure, governed environment where two or more parties can use data for agreed-upon purposes, such as matching, measurement, insights, or activation, while limiting access to raw or personal data and reducing the risk of data exposure. Typical matches may use hashed emails, device IDs, MAIDs, UIDs or other approved privacy-safe identifiers.

Party A Data
Brands or Business

Examples:
- Customer Data
- Transactional Data
- Behavioral Data

Party B Data
Publisher or Platform

Examples:
- Attribution Signals
- Ad Exposure Data
- Engagement Data

DATA CLEAN ROOMS
Data stays secure - without exposing raw customer-level data.
PRIVACY SAFE

Third-Party Data (Optional)
Demographic Data | Location Signals | Interest Segments
Approved third-party data can enrich partner datasets for approved use cases.

Matching
Find overlap and create audiences without exposing raw data

Measurement
Measure campaign performance and incrementality privately

Insights
Discover trends and generate insights with privacy preserved

Activation
Activate audiences or insights in your platform safely

Better Understand Your Business/Brands Existing Database and Online Browsing Behaviors

THE PROCESS

Clean rooms are not black boxes. Governance, consent, data quality, contracts and output control still matter.

Data In	Governance and Rules	Privacy Controls	Match & Analyze	Aggregated Output	Activate or Measure
Each partner brings their data	Permissions, use case and policies are defined	Identity resolution, encryption, access controls, PETs	Insights are generated in a secure space	Only privacy-safe, approved results leave the room	Use insights to plan, activate and measure
What data will each partner bring?	Who controls the rules, access and use cases?	Does it support Canadian privacy, Quebec & local business needs	What data is being matched?	What outputs can leave the clean room?	Does it produce outcomes the CFO, CMO and consumer can understand?

THE VALUE OF CLEAN ROOMS

Reconnect Signals
Bring audience and campaign signals together as cookies and IDs become less dependable.

Unify Measurement
Connect partner data to reduce fragmentation and improve performance analysis.

Strengthen Consumer Trust
Respect consent, transparency and Canadians' expectations for control.

Meet Privacy Standards
Align with Canadian principles for consent, purpose and safeguards.

Prove Business Outcomes
Move beyond impressions and clicks to measure real business impact.

GLOBAL STANDARDS

IAB Canada Privacy-Enhancing Technology Explainer
Privacy-Enhancing Technologies enable data sharing and analysis while protecting personal information through methods like encryption, anonymization and privacy-preserving computation.

IAB Tech Lab Data Clean Room Guidance
Common principles, core use cases (activation, insight/enrichment, measurement), privacy-enhancing technologies and recommended practices for the industry.

PAIR (Publisher Advertiser Identity Reconciliation)
IAB Tech Lab standard for privacy-centric matching of advertiser and publisher first-party data in clean rooms and programmatic activation. Originally developed by Google Ads and donated to the IAB Tech Lab.

ADMaP (Attribution Data Matching Protocol)
IAB Tech Lab standard for privacy-safe attribution and measurement in clean rooms using PETs such as Private Set Intersection and Trusted Execution Environments.

Differential Privacy Guide
Help balance privacy protection with useful outputs by adding statistical noise so individuals cannot be identified in the results.

CLEAN ROOM CAPABILITIES ACROSS THE IAB CANADA COMMUNITY

Clean Room - Collaboration Platforms
Technology platforms or managed environments that let partners match, analyze and collaborate on data without exposing raw customer-level data.
- amazon ads
- ENVIRONICS ANALYTICS
- Google
- optable

Audience & Measurement
Research, identity, measurement and data partners that help define audiences, understand reach and frequency, and assess campaign outcomes.
- amazon ads
- comscore
- ENVIRONICS ANALYTICS
- NUMERIS
- MiQ
- mplus
- vividata

Retail & Commerce Data Partners
Retailers, loyalty programs and commerce media networks that contribute shopping, transaction or purchase-intent signals for planning, targeting and measurement.
- amazon ads
- blue rewards
- instacart
- Loblaw Advance
- Triangle Retail media
- Walmart Connect

Media & Publisher Data Partners
Broadcasters, publishers and media owners with first-party audience data, inventory and contextual signals for collaboration and measurement.
- amazon ads
- Bell Media
- CBC Radio-Canada
- corus
- GLOBE MEDIA GROUP
- LA PRESSE
- mplus
- Pelmorex
- ROGERS MEDIA
- Roku
- SAMSUNG Ads
- TELUS

Activation & Audience Partners
DSPs, SSPs and audience activation partners that turn approved insights into campaigns, optimization and measurable outcomes.
- amazon ads
- ENVIRONICS ANALYTICS
- Google
- Index Exchange
- Magnite
- Meta
- MiQ
- mplus
- Pinterest
- SAMSUNG Ads
- Snap Inc.
- StackAdapt
- theTradeDesk
- TikTok

FOUNDED IN CANADA

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THE BOTTOM LINE

Clean rooms help partners collaborate safely, measure more clearly and turn data into better advertising decisions.

This guide was developed in partnership with IAB Canada's Data Analytics, Measurement & Insights Committee and its members