

DEUTSCHE TELEKOM, ORANGE, TELEFÓNICA & VODAFONE AD TECH JOINT VENTURE

Project overview

- Deutsche Telekom, Orange, Telefónica and Vodafone, together with other partners, have been working for over two years on a technological solution designed with a 'privacy-by-design' approach for digital advertising in Europe that could benefit the consumer, advertisers and publishers alike.
- A trial conducted by Vodafone and Deutsche Telekom in Germany with publishers and advertisers addresses the need in Europe to create a level playing field and privacy led model for the digital advertising industry.
- This project will bring significant privacy improvements for European consumers who want to access quality content online. Specifically, users will be empowered through enhanced transparency and control afforded by a dedicated platform regarding the use of their data. This includes full knowledge of all companies involved in the processing of data and explicit consent (on an opt-in basis only) for each individual brand/company the consumer is interested in receiving advertising from. A privacy portal enables users to manage all consents given, and to exercise their data protection rights in a single platform, on a self-serve basis.
- The solution is based on digital tokens used to recognise web users visiting participating brands and publishers' sites, which do not include any directly identifiable personal information. The tokens have a reduced lifespan and are specific to individual advertisers and publishers thus operating on a first-party basis.
- Consent is fully voluntary, affirmative (opt-in), specific and informed.
- The platform is designed on the principle of giving consumers greater control of their digital marketing experience than is currently possible. The privacy requirements mandate brands and publishers to present a clear description of the data processing to make it as easy as possible for the user to understand the implication of accepting.
- This is not a "supercookie". The platform requires affirmative opt-in consent from the customers to be activated. Customers are free to opt in or also deny consent with one click. They will also be able to revoke any consents given either on the brand or publisher site or via the privacy portal. No data from participating telecoms operators - beyond the token - will be shared.
- The solution will foster innovation in Europe, being fully interoperable across the telecoms industry and the advertising technology sectors, fostering competition and allowing European businesses to build alternative online advertising solutions in the interest of European media and consumers.