



ICO Adtech FFF2

Update from Google



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Agenda

- Google's approach to GDPR compliance
- Redaction of content verticals in bid requests
- Compliance enforcement for partners
- Future steps
- Questions

Google's approach to GDPR compliance

GDPR

Keeping users' information safe, secure and private is among our highest priorities at Google. Over the years, we have worked closely with Data Protection Authorities in Europe, and have implemented strong privacy protections that reflect their guidance. We are committed to complying with the European Union's General Data Protection Regulation and to doing so in dialogue and collaboration with our partners.

[Expand all](#) 

[Updated terms & contractual protections](#) 

[Client checklist](#) 

[Robust safeguards](#) 



EU user consent policy

If your agreement with Google incorporates this policy, or you otherwise use a Google product that incorporates this policy, you must ensure that certain **disclosures** are given to, and **consents** obtained from, end users in the European Economic Area along with the UK. If you fail to comply with this policy, we may limit or suspend your use of the Google product and/or terminate your agreement.

Properties under your control

For Google products used on any site, app or other property that is **under your control, or that of your affiliate or your client**, the following duties apply for end users in the European Economic Area along with the UK.

You must obtain end users' legally valid consent to:

- the use of cookies or other local storage where legally required; and
- the collection, sharing, and use of personal data for personalization of ads.

Help with the EU user consent policy

[More](#)

Ad Technology Provider Controls

Google provides publishers using Ad Manager, AdSense or AdMob with controls to select which ad technology providers are allowed to bid on, serve and measure ads in the European Economic Area (EEA).

✕ Custom set of ad technology providers

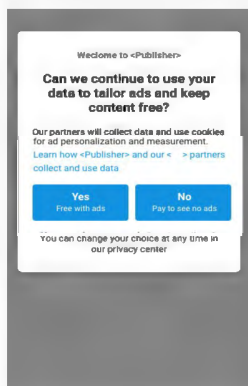
Your users' data will be shared with Google and, depending on the ads that serve, data may be shared with any of the ad technology providers that you select below.

[Download CSV](#)

Search	1 Selected
<input checked="" type="checkbox"/> Google [?]	Google
<input type="checkbox"/> A9	
<input type="checkbox"/> Adap.tv.Inc (AdWords/Youtube) Ad...	
<input type="checkbox"/> Adform	
<input type="checkbox"/> Adition	
<input type="checkbox"/> Adloox Research Verification	
<input type="checkbox"/> AOL Advertising.com	
<input type="checkbox"/> AppNexus Inc	

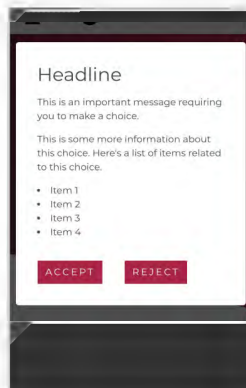
Publisher consent tools

Funding Choices
for user consent



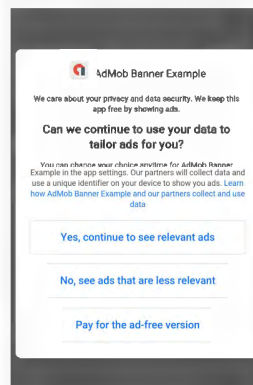
Desktop &
mobile web

Consent component
for AMP



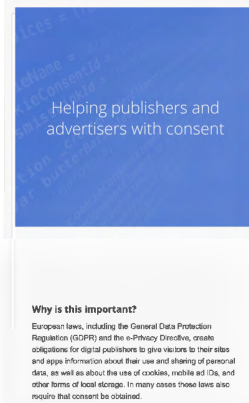
AMP

Consent SDKs



Mobile App

Cookiechoices.org



Desktop &
mobile web

Special category data restrictions

[Buyers] must not use Google's platform products to select or target interest-based advertisements, or to collect or use audience data such as cookie lists, based on ... inferred or actual sensitive information, including, without limitation:

- health or medical history or information, such as from sites or apps that market to a specific health-related group,
 - negative financial status or other detailed information pertaining to a person's finances, such as information indicating that a user has a low credit rating or high debt load,
 - racial or ethnic origins, such as from sites or apps that collect affirmative racial or ethnic identification from visitors,
 - religious beliefs or other beliefs of a similar nature, such as from sites or apps that collect people's affirmative information on religion or religious beliefs,
 - the commission or alleged commission of any crime, such as information indicating that a user has a criminal record,
 - political affiliation
 - trade union membership, such as a user's visit to a trade union's site or app, or
 - sexual behavior or orientation, such as sexual orientation inferred from a user's visit to a particular site.
-



Redaction of content verticals in bid requests



GOOGLE AD MANAGER

Additional steps to safeguard user privacy





GOOGLE AD MANAGER

Additional steps to safeguard user

pr addresses and using only resettable user IDs.

On top of these protections, we will now be taking an additional step to further guard user privacy. Following our engagement with data protection authorities, we have decided that beginning in February 2020 we will no longer include contextual content categories in the bid requests we send to buyers participating in our auction.

Content categories are descriptions of the type of content on a specific page, website or

Bid requests: Redaction of publisher content verticals

```
3 /Arts & Entertainment
5 /Computers & Electronics
7 /Finance
8 /Games
11 /Home & Garden
12 /Business & Industrial
13 /Internet & Telecom
14 /People & Society
16 /News
18 /Shopping
19 /Law & Government
20 /Sports
22 /Books & Literature
23 /Arts & Entertainment/Performing Arts
24 /Arts & Entertainment/Visual Art & Design
25 /Business & Industrial/Advertising & Marketing
28 /Business & Industrial/Business Services/Office Services
29 /Real Estate
30 /Computers & Electronics/Computer Hardware
31 /Computers & Electronics/Programming
32 /Computers & Electronics/Software
33 /Arts & Entertainment/Offbeat
34 /Arts & Entertainment/Movies
35 /Arts & Entertainment/Music & Audio
36 /Arts & Entertainment/TV & Video
37 /Finance/Banking
38 /Finance/Insurance
39 /Games/Card Games
41 /Games/Computer & Video Games
42 /Arts & Entertainment/Music & Audio/Jazz & Blues/Jazz
```



Compliance enforcement for partners

User Consent Policy audit programme

Can we use your data
to tailor ads for you?

Our partners will collect data and use cookies for ad personalization and measurement. [Learn how \[site name\] and our 10 partners collect and use data](#)

YES

NO

You can change your choice at any time in our privacy center

Authorized Buyers policy enforcement

Buyers must comply with all applicable policies:

- **GDPR controller terms** (<https://privacy.google.com/businesses/controllerterms/>) which require Authorized Buyers to comply with GDPR in connection with their use of the Authorized Buyer service;
- **Google's ads platform policies** (<https://support.google.com/platformspolicy/answer/3013851>);
- **Google's Authorized Buyer Guidelines** (<https://www.google.com/doubleclick/adxbuyer/guidelines.html>);
- **Google's EU User Consent Policy** (<https://www.google.com/about/company/user-consent-policy.html>); and
- If the buyer is approved for and uses third party ad serving, the **Requirements for third-party ad serving** (<https://adwords.google.com/support/bin/answer.py?answer=94230>)



Future steps


IAB Europe Releases TCF v2.0: Google Set to Adopt Framework

Ad Manager and Ad Exchange program policies

IAB Transparency and Consent Framework v2.0



Next: Publisher EU user consent journeys >

IAB Europe has finalized v2.0 of its [Transparency and Consent Framework](#)  developed with IAB Tech Lab and mutual member companies. Google will be integrating with v2.0. Our launch timing is in line with the IAB's timeline for switching over fully from TCF v1.1 to v2.0, which we currently understand as by end of Q1 2020. We will provide greater detail on our integration approach in the coming months.

The future of user identity

Consumer Tech • Perspective

Think you're anonymous online? A third of popular websites are 'fingerprinting' you.

Our latest privacy experiment tested sites for an invisible form of online tracking that you can't easily avoid.

CHROME

Building a more private web

Justin Schuh
Director, Chrome Engineering
Published Aug 22, 2019

Privacy is paramount to us, in everything we do. So today, we are announcing a new initiative to develop a set of open standards to fundamentally enhance privacy on the web. We're calling this a Privacy Sandbox.

Technology that publishers and advertisers use to make advertising even more relevant to people is now being used far beyond its original design intent - to a point where some data practices don't match up to user expectations for privacy. Recently, some other browsers have attempted to address this problem, but without an agreed upon set of standards, attempts to improve user privacy are having unintended consequences.

The future of user identity

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CHROME

Building a more private web

First, large scale blocking of cookies undermine people's privacy by encouraging opaque techniques such as fingerprinting. With fingerprinting, developers have found ways to use tiny bits of information that vary between users, such as what device they have or what fonts they have installed to generate a unique identifier which can then be used to match a user across websites. Unlike cookies, users cannot clear their fingerprint, and therefore cannot control how their information is collected. We think this subverts user choice and is wrong.

The future of monetization



AdAge Sections Latest Editor's Picks Most Popular Login

GOOGLE SAYS KILLING THE COOKIE HAS CONSEQUENCES

Tech titan warns online publishers could take a hit as industry limits web-tracking tool

By [Garrett Sloane](#). Published on August 22, 2019.

f t in p c e



Most Popular

The future of monetization



The Chrome Privacy Sandbox

A secure environment for personalization that also protects user privacy. Part of Chrome's initiative aimed at evolving the web with architecture that advances privacy, while continuing to support a free and open ecosystem.



Federated learning and cohort models

Deliver ads to large groups of similar people without letting individually identifying data ever leave your device – building on Differential Privacy techniques used in Chrome for nearly 5 years to collect anonymous telemetry information.



Improved contextual targeting

From our studies, publishers who disabled personalized ads saw 52% less revenue, on average. But what if contextual ads had the same focussed innovation and development as targeted ads?

Thank You