

Rewriting the rules of engagement

As the advertising industry puts cookies in the rearview mirror, we need to establish what is required for us to succeed and the principles we want this new system to be based on.

1 A foundation built on trust

Individuals expect brands and publishers to exceed expectations for transparency and control when participating in a trusted value exchange via authentication.

2 Deep expertise in managing PII

The ecosystem relies on trusted partnerships and collaboration among all participants, so providers must have the flexibility to address the complex and changing definition of PII.

3 Data asset owned by brands and publishers

Brands and publishers must protect their first-party data assets, and need mechanisms to ensure they have control over how, what, and with whom they share their data.

4 Protection against fraud and misuse

With trust at the center of the ecosystem, all participants demand the safe and effective handling of data plus protection against bad actors.

5 Open, neutral, interoperable

Participants require an ecosystem with limited barriers to entry, interoperability among partners, and the ability to work with all privacy-compliant identifiers and identity solutions.