

PlayAd Media Group



GDPR Policy
for Advertisers
and Agencies

Table of Content

PlayAd Media Group for Advertisers and Agencies	3
What data does PlayAd Media Group collect or process?	3
What data is there between PlayAd Media Group and advertisers?	3
Third party data and service providers	3
Analytical Services	4
Programmatic Services	4
Tracking Services	4
Targeting Services	4
Data Processing Agreements	4
More questions	4

PlayAd Media Group for Advertisers and Agencies

PlayAd Media Group offer a number of digital products focused around video productions including advertisements, video on demand, and live streaming. In offering these services, PlayAd Media Group has a commitment to transparency and a privacy by design approach. As an advertiser on PlayAd Media Group's platform, regardless of product used, there are some key notes to be aware of pertaining to the functionality and operation of the products.

PlayAd Media Group do not base our business on intrusive targeting or tracking, we do not analyse visitor behaviour, we do not create profiles on visitors, and we do not monitor the pages or content that visitors are viewing on publisher sites. We have carefully positioned ourselves to know as little about visitors to our products as possible. As employees but also users of web sites, we don't appreciate this behaviour and invasive techniques on privacy, and therefore do not participate in it.

This places PlayAd Media Group in an advantageous position in regards to new privacy oriented laws such as the General Data Protection Regulation (GDPR) and for our advertisers who rely on our service.

What data does PlayAd Media Group collect or process?

PlayAd Media Group's privacy by design means that minimal information is collected and processed. The main component is a cookie ID or hashed connection ID that is generated in order to limit the number of times an advert is shown to a visitor, to not show dismissed adverts again to the same visitor, and to be able to get unique viewer counts across all products. This identifier is not tied to any other information about the visitor, including their IP address. This identifier can also be non-unique and shared between multiple devices. Even though this identifier is not guaranteed to be unique, not tied to any other personal or pseudo-anonymous data, and can not be used to identify a visitor retroactively, it is never displayed in the system nor ever transferred to any third party. The only data it can be related to is content views.

What data is there between PlayAd Media Group and advertisers?

PlayAd Media Group do not participate in data sharing between ourselves and advertisers, we do not import any data sources from advertisers to target adverts, and we do not send data to advertisers about visitors. Instead PlayAd Media Group make aggregated and summarised campaign reports available to advertisers in order to track performance. Advertisers often want additional, independent tracking on events which are discussed below.

Third party data and service providers

PlayAd Media Group make use of several third parties depending on which products are used. It is important to be aware that these third parties are invoked from the visitor side within the browser, data is not passed to PlayAd Media Group's platform, but instead, as the connection is between the

visitor and themselves, it is passed directly to the third party and they are responsible for handling that data in accordance to regulations and law.

With third party providers, we only work with providers that have demonstrated compliance with GDPR and privacy laws. We will reject chosen providers if they or the advertiser on their behalf are not able to demonstrate that compliance.

Analytical Services

Google Analytics is used for visitor information during content views to gather information such as device and browser usage, geographical distribution, time spent, and other analytical statistics. PlayAd Media Group ensure that the Analytics properties are setup to not record personal data and only to use anonymised statistics.

Programmatic Services

Programmatic services make inventory available through Supply Side Platforms (SSPs) to a wide range of Demand Side Platforms (DSPs) which can purchase the inventory on behalf of advertisers and media agencies. These programmatic services are not able to run scripts on the publisher's site in order to obtain more information than is available via a standard web connection. PlayAd Media Group do not participate in cookie syncing or data sharing with these providers which limits the scope of how much information they have available to them.

Tracking Services

Advertisers routinely want tracking services in addition to PlayAd Media Group. We do not allow tracking partners to execute scripts to profile visitors, however tracking pixels can be delivered with the content that connect back to the third party in order to track impressions, view count, and other statistics when certain events occur.

Targeting Services

Targeting providers are used to provide an estimation on the current user's demographics such as age range and gender. These services are only an approximation based on industries the visitor has viewed, matched against survey data that has been collected to correlate demographics to interests.

Please check on playadmediagroup.com/gdpr for a complete and up-to-date list of approved third-part data data and service providers.

Data Processing Agreements

PlayAd Media Group do not require specific data processing agreements with advertisers due to the very limited information that is handled by PlayAd Media Group. However, we understand that advertisers do want to ensure they are compliant with legal requirements, therefore if advertisers would like PlayAd Media Group to sign a Data Processing Agreement, please contact gdpr@playad.se with a limited scope agreement that can be reviewed and signed.

More questions

Please contact PlayAd Media Groups GDPR task force at gdpr@playad.se to ask any questions or concerns you have regarding PlayAd Media Group and GDPR.