

PlayAd Media Group



GDPR Policy
for Publishers

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PlayAd Media Group for Publishers

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 a publisher 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 publishers 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.

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.

What is PlayAd Media Group's responsibility with GDPR?

In respect to the GDPR and direct use of PlayAd Media Group's products on a property, generally the publisher is the Data Controller and PlayAd Media Group the Data Processor of that data. The publisher controls the implementation of the product on their property which is then responsible for passing data to PlayAd Media Group's products. PlayAd Media Group process the data to show digital content on behalf of the publisher. It should be noted however, that the publisher does not pass any information in addition to the initial connection such as information the publisher is aware about the visitor (e.g. a logged in user's name).

PlayAd Media Group are then the controller of the connection or cookie ID generated based on the connection.

PlayAd Media Group are also responsible for ensuring third parties that are used by the platform have made assurances that they themselves are GDPR compliant and have relevant agreements in place with PlayAd Media Group.

What is the publisher's responsibility with GDPR?

The publisher is responsible for ensuring the visitor is aware of PlayAd Media Group's usage of their connection where the content players are embedded and that relevant information is available pertaining to the EU cookie law. This is often resolved by having a standard cookie banner notifying the user with a link to the publisher's cookie / privacy policy where by PlayAd Media Group's information is available, and if used - that of the third parties used on your property via PlayAd Media Group's platform.

Due to PlayAd Media Group's platform design in collecting information, a consent form for PlayAd Media Group is optional. If you wish to implement such a consent process, we will be available to work with publishers to ensure wording and information is correct. It is advised however, due to the nature of programmatic providers, that if programmatic is enabled on your inventory that you do collect consent.

What upcoming changes should publishers expect?

In terms of general functionality, there will not be any impact for publishers when using PlayAd Media Group's products, however there will be a couple of new additions to be aware of. Content playback will soon include a privacy icon button in the bottom right corner of the player, which will take visitors to a page explaining PlayAd Media Group's privacy policy, GDPR policy, and other information. It will offer the visitor the ability to see what information is available from their connection, which will consist of which videos and adverts they have viewed, as well as any other information. It will also give the ability for visitors to entirely opt out of the cookie or connection ID entirely, and it's important to know that this will impact frequency capping and unique visitor counts.

Users with accounts on the administrative areas for products will soon have a privacy notice and updated information in regards to the GDPR law, as well as instructions on how to remove information for their account as well as the opportunity to review the information they have currently supplied.

Data Processing Agreements

PlayAd Media Group do not require specific data processing agreements with publishers due to the very limited information that is handled by PlayAd Media Group. However, we understand that publishers do want to ensure they are compliant with legal requirements, therefore if publishers 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.