GDPR will eliminate intermediaries

The future landscape of programmatic advertising

Brands

Agencies

Intermediaries

Publishers

People

Super-platforms

The GDPR, combined with ePrivacy rules, will eliminate most intermediaries from the programmatic advert supply chain, but it will not remove super-platforms that have direct contact with people.
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The future landscape of programmatic advertising

Trusted Agents will hold consent preferences for individuals and act as a gateway on personal data flow. They may also do ad-serving and deliver personalised adverts while masking personal information from other players.

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Trusted agents partnered with publishers

1. Trusted Agent (TA) records user preferences. **User preferences control all its activities.**
2. Publishers that are partnered with the TA place code in their site/app to enable passive data collection.
3. TA stores data and conducts profiling, **with user’s permission.**
1. Publisher offers ad space to TA, with contextual information.

2. TA offers categorised ad space, based on user profile (according to user permissions and with anti-identification safeguards).

3. All ad serving is further controlled by user permissions.

4. Each ad served by TA incorporates “transparency button”, so user can see why the ad was served.

5. User has full access to profiling and ad-serving history and logic.

6. Returned information to agency is obfuscated, to prevent identification of user.
Secret weapon: data portability

1. User asks Trusted Agent (TA) to make portability request to Facebook / Google / Amazon etc.
2. TA adds the data to the user records.
3. With user permission, the user profile is updated, to improve ad personalisation.
4. User can also choose to enter data directly about themselves.