

# Moving Towards Cookie Independence

An IAB Canada Guide to Implications and Preparedness



IAB Canada Cross Council White Paper

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# IAB Canada – Moving Towards Cookie-Independence

## Introduction

The very foundation of digital advertising is changing. Increased emphasis on consumer privacy, led by the EU GDPR and the recent implementation of the California Consumer Privacy Act (CCPA) followed by announcements to an impending amended PIPEDA legislation here in Canada, has accelerated industry efforts stay ahead of consumer privacy protections while preventing enormous unintended consequences to a thriving digital media economy.

The industry understands that for the past two decades we have hinged our investments and activity on a technology that would one day reach its limit - bits of text that are placed by websites on the hard drives of visitors to their respective sites allowing marketers to track browsing history and behavior of consumers to sharpen their online advertising efforts. Third party cookies have long been the basis of programmatic advertising, marketing and ad targeting. Globally, the industry has consistently innovated within this framework and has made great progress in delivering consumer protections. In recent months though, it has become clear that we are ready for a complete restructuring of the ecosystem.

## IAB Canada’s Guide to Moving Towards Cookie-Independence

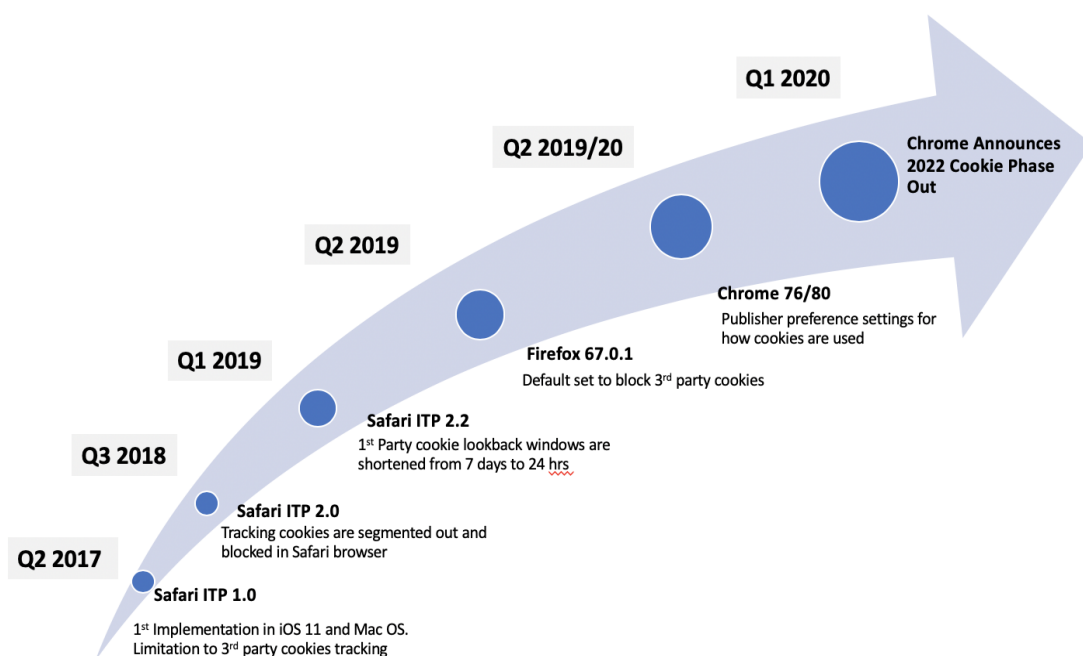
This organic white paper has been developed by IAB Canada and Council representatives to provide all stakeholders with current information leading up to the 2022 cookie-less landscape. It is intended to provide a clear view on implications as well as practical checklists and advice on preparation to provide a smoother transition into the new reality of online advertising. The document will be updated regularly and will be made available online as a resource to all.

IAB Canada believes the industry is long overdue in replacing cookies for personalized ad targeting on the web, and we are excited by industry efforts to re-imagine an eco-system that is built with Privacy by Design. Eventually, we look forward to a world that shares a common universal ID to enable continued relevant advertising and product recommendations and importantly, continues to support the open internet.

## Browser Interventions

Significant movements towards capitalizing on consumer expectations began as early as 2017 when Safari announced their (Intelligent Tracking Prevention) ITP program as a way to reduce the number of tracking mechanisms that advertisers, publishers, and technology companies employ. Initially, the motivation around this move was to increase consumer privacy while enhancing the web browsing experience by eliminating excessive and persistent tags that through accumulative use were creating slow load times.

### A Brief History of Browser Cookie Restriction Activity



**Safari & Firefox:** Safari historically has allowed cookies to be created by a third party in a third-party context, but those cookies would never be persistent or accessible across sites; only cookies originally written as a first-party cookie could be accessed in third-party contexts. Advertisers relying on third-party cookie serving have been limited by inaccuracy of reach/frequency measurement, conversion data and attribution on Safari.

Safari continued to regard first-party cookies as safe and permissible. First-party cookies are those sent to a browser from the site visited by a user. These cookies help publishers, advertisers and retailers understand their audiences and consequently, deliver the best user experiences on their own sites. Advertisers could create first-party cookies when a consumer visited their site. Sometimes, when the advertiser was the third party, with an existing first-party cookie from a visit to

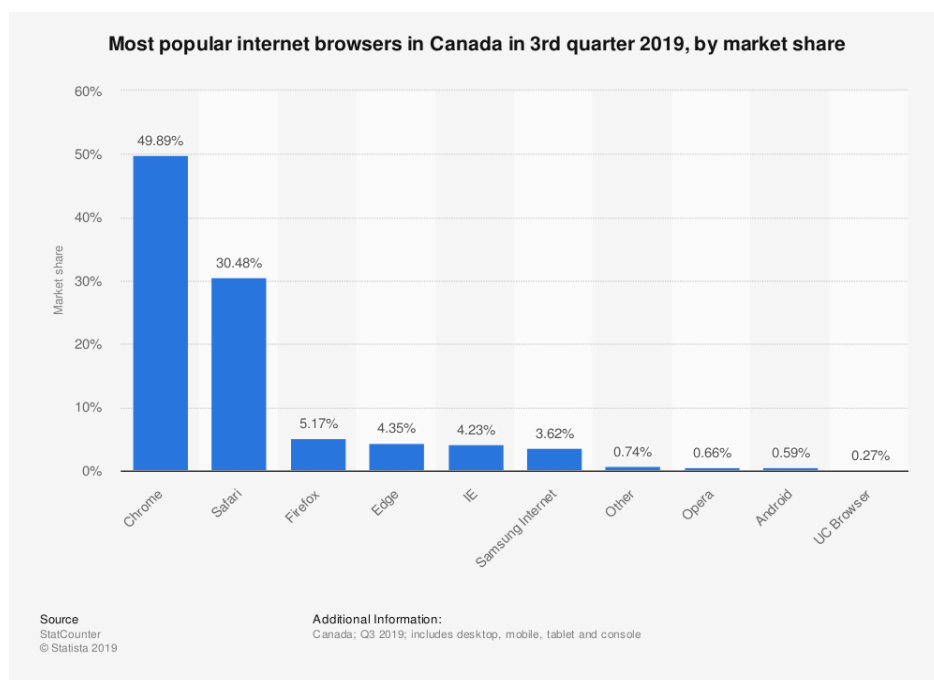
their site, they could further read and write to that same cookie. Knowing this, ad tech vendors were able to build workarounds to the Safari loophole by writing cookies that used the advertiser domains. Safari has consistently responded with additional updates to tighten the noose around these workarounds citing that parties attempting to use circumvention technologies such as device fingerprinting, link decoration (a method of adding extra information to the URL in a link that a person clicks on) and any type of tracking that uses storage on a user's device, such as cookies, DOM storage (Document Object Model storage - providing web apps with methods and protocols for storing client-side data) among others. In its most stringent move, Apple reduced the first-party lookback window on Safari from 7 days to only 24 hours.

Firefox soon followed suit and in September 2019 announced that it would block third-party tracking cookies and cryptominers by default.

While Safari's (and eventually) Firefox's actions may have addressed their proprietary objectives around leveraging owned first party data over the well-established third party data environment, it has left the industry at large in some turmoil as it struggles to develop a coherent and agreed upon acceptable alternative that balances privacy with the incredible innovation the digital media landscape has to date provided marketers which in Canada represents an over \$8.5 billion industry. It is also important to note here that this same value translates to consumers being exposed to relevant advertising as opposed to virtual "shots in the dark".

**Google Chrome:** In January 2020, Google announced it would end support for third-party cookies altogether in Chrome by 2022. Google cited its intention to bring stakeholders together from across all areas of the industry to find a consumer centric solution through its new "Privacy Sandbox", an open-sourced arena to develop alternatives for ad targeting and conversion tracking.

For added context, the chart below provides a view on the share of browser usage in Canada. The numbers reflect aggregated use across desktop and mobile.



To be clear, Google’s announcement only affects third-party cookies, so first-party cookies will be alive and well long after the two-year mark (while as outlined above, Safari’s first-party cookie windows have been diminished to just 24 hours). So, within Chrome, businesses can continue to use capabilities such as live-chat support, log-in details records and saved snapshots of what has been added to shopping carts. However, this does not change the fact that virtually every single company in the current digital eco-system Lumascape is powered by cookies.

At the IAB Annual Leadership Meeting in February 2020, IAB announced a global project entitled “Rearc” that would engage all members, stakeholders and industry bodies to develop acceptable scenarios and solutions to modernize the digital media infrastructure. This re-architecture would incorporate privacy by design and provide the industry with a scalable solution that considers and balances the longer-term regulatory pressures that will inevitably be placed on industry with its ability to innovate and thrive for many years to come.

As evidenced by Google’s own call out for open-sourced solutions within their Sandbox and IAB’s industry-wide launch of “Project Rearc”, one thing the entire industry agrees on, is that the end of third-party cookies is an equal opportunity threat. Between these two major industry initiatives, if we succeed in developing a compelling solution, we are hopeful that Safari will come back to the table and participate in that solution.

# Implications of the Cookie-less World

## Technical Realities

	Buy-Side	Sell-Side
Measurement	<ul style="list-style-type: none"> <li>No visibility into frequency capping – reliant on first party traffic data</li> <li>Aggregated reach reporting through disparate streams</li> <li>Incoherent measurement when independent properties utilize inconsistent (unaudited/verified) standards</li> </ul>	<ul style="list-style-type: none"> <li>Increased pressure to invest in multiple verifications to reflect the buy-side requirements</li> <li>Provision of lost buy-side metrics baked into services – frequency and reach</li> <li>Enablement of traditionally buy-side mechanism like sequential messaging (assuming scale and frequency can support)</li> </ul>
Tracking/targeting	<ul style="list-style-type: none"> <li>Inconsistencies in tracking cross property – cross-platforms</li> <li>Real time tracking using 3p cookie unavailable to trigger bids or serve appropriate ads at the right moments to the right audiences</li> <li>Sequential messaging – inability to order or develop messaging without coordination from 1<sup>st</sup> party data side</li> </ul>	<ul style="list-style-type: none"> <li>Re-examination on bundling packages as a result of inconsistencies in tracking cross properties/products</li> </ul>
Reporting	<ul style="list-style-type: none"> <li>Dashboards must be re-created to reflect variance of reporting</li> <li>Possible normalization of metrics required to translate values into consistent measures</li> </ul>	<ul style="list-style-type: none"> <li>Advanced services and APIs to support the need for automated aggregation of data</li> <li>Standard formats will be required to provide adequate uploads</li> </ul>
Scale	<ul style="list-style-type: none"> <li>Additional effort to include niche content and independent media outlets to create unique, stand-out media campaigns</li> <li>Analogue relationships – demanding on time but necessary to stay on top of opportunities</li> </ul>	<ul style="list-style-type: none"> <li>Challenges to compete when niched segments are in play</li> <li>Challenges for stand-alone properties</li> <li>Increased stimulation to partner with larger networks to deliver scale and provide ability to play in the areas of reach/frequency/dynamic creative</li> </ul>
Mobile	<ul style="list-style-type: none"> <li>Device IDs while currently not impacted, will be in the near future - must develop a longer-term strategy that does not depend on persistent IDs</li> </ul>	<ul style="list-style-type: none"> <li>Device IDs will be impacted - must develop a longer-term strategy that does not depend on persistent IDs</li> </ul>

## Cost Implications

	Buy-Side	Sell-Side
Contracts	<ul style="list-style-type: none"> <li>Impact on longer term contracts – any contracts that move beyond 2020 and involve third party data must be re-negotiated/amended</li> <li>New contracts must “bake-in” the 2022 timelines to ensure value and protections against obsolescence</li> <li>Check for supply chain duplication in terms of investment (Ad Tech costs)</li> </ul>	<ul style="list-style-type: none"> <li>Shorter term contracts</li> <li>For existing long-term clients – must provide roadmap and assurances that the value will be sustained and delivered through 2022</li> </ul>

Inventory Pricing	<ul style="list-style-type: none"> <li>Higher demand on niche content that aligns specifically with brand must be sourced independently and prepare for scarcity</li> <li>Return to advanced buying and an emphasis to preferred deals</li> </ul>	<ul style="list-style-type: none"> <li>Evaluate niche content and implement pricing strategies that reflect a longer-term view on value</li> </ul>
Conversion Impact	<ul style="list-style-type: none"> <li>Where retargeting budgets once drove x lift and results – prepare for exposure</li> </ul>	<ul style="list-style-type: none"> <li>Performance-based deals will need to be re-examined</li> <li>Opportunities for higher-touch relationships with brands on the data-sharing side</li> </ul>
Bulk Models	<ul style="list-style-type: none"> <li>Possible return to “buying power” discounts on the buy-side and bulk deals prevailing</li> </ul>	<ul style="list-style-type: none"> <li>Valuation and time-lining ensuring the equations are aligned with supply/demand over longer periods</li> </ul>

**Operational Implications**

	Buy-Side	Sell-Side
Reliance on First Party	<ul style="list-style-type: none"> <li>Building 1st party data - consider membership or subscription models to incorporate on-site value for consumers</li> <li>Leverage evolving industry activity around scaled publisher solutions that have formed coalitions to access broader premium content</li> </ul>	<ul style="list-style-type: none"> <li>Value proposition of sign-in based relationships to audience</li> <li>Re-imagining the publisher/consumer value proposition – customization of experiences etc.</li> <li>Possible increase in custom-branded content</li> <li>Investments into building first-party data sets</li> </ul>
Loyalty-based Tactics	<ul style="list-style-type: none"> <li>Creating or doubling down on loyalty-based tactics to start/continue to build first-party data profiles (that will be even more valuable with 3p cookie departure).</li> </ul>	<ul style="list-style-type: none"> <li>Explore loyalty extension onsite – new partnership opportunities - i.e. working with brands to provide preferred content, access to benefits or other perks based on more robust agreements with brands</li> <li>Distributed content might take on a new meaning with affinity-based partners – ie. Custom content deemed as first party on partner sites</li> </ul>
In-House Vs. Agency Dynamic	<ul style="list-style-type: none"> <li>Re-examining the role of agencies and engaging in a needs audit that takes into consideration in-house skills sets</li> <li>Assessing proprietary data and balance of power with ability to leverage it through partnerships</li> <li>Opportunities for agencies to consult on new models that emphasize first party data sets</li> <li>Explore hybrid model to mitigate some risks that companies take on that are better managed by the agency side.</li> </ul>	<ul style="list-style-type: none"> <li>New consultative opportunities for publishers and ad tech providers</li> <li>Longer term relationships with clients that include more intimate data-sharing arrangements</li> <li>General increase to the service bar to compete with established walled gardens and provide custom service</li> <li>Possible requirement for larger sales force for pubs to address uptick in client volume</li> <li>The agencies need to realize that optimizing to client goals without prejudice policed by the business rather than the agency. The business needs to identify gaps and insights to drive the plan and strategy with the agency.</li> </ul>
Human Resources	<ul style="list-style-type: none"> <li>Training on first party data</li> <li>Negotiating skills will re-surface with a dial-back on automation</li> </ul>	<ul style="list-style-type: none"> <li>Content strategy and loyalty strategy</li> <li>Data analytics – once thought to be buy-side responsibility, will bleed to the sell-side</li> </ul>
Buying Strategies	<ul style="list-style-type: none"> <li>Consider contextual targeting strategies</li> </ul>	<ul style="list-style-type: none"> <li>Prove brand building strength of medium</li> </ul>



	<ul style="list-style-type: none"> <li>● Explore real value of a branding and awareness campaign (moving away from short-termism)</li> </ul>	
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## Policy Implications

	Buy-Side	Sell-Side
CASL	<ul style="list-style-type: none"> <li>● CRM will become increasingly important</li> <li>● Email consent mechanism must be functioning and must be in compliance with CASL</li> <li>● Assessment of database recommended</li> </ul>	<ul style="list-style-type: none"> <li>● CRM will become increasingly important</li> <li>● Email consent mechanism must be functioning and must be in compliance with CASL</li> <li>● Assessment of database recommended</li> </ul>
Privacy	<ul style="list-style-type: none"> <li>● PIPEDA amendments will impact the use of all data</li> <li>● Ensure compliance and implement Consent Management Platforms that adhere to adequate global standards (IAB TCF compliant)</li> <li>● While privacy regulation will be amended, it is important to note that many self-regulatory processes will be based on ethical use of data as consumers begin to demand more transparency.</li> </ul>	<ul style="list-style-type: none"> <li>● PIPEDA amendments will impact the use of all data</li> <li>● Ensure compliance and implement Consent Management Platforms that adhere to adequate global standards (IAB TCF compliant)</li> <li>● Consider tiered data usage, limited access and other internal controls to establish ethical codes of conduct for data usage to protect end consumers and also offer protections/assurances to intermediaries.</li> </ul>
M2K	<ul style="list-style-type: none"> <li>● Signal-based approaches that disable certain types of ads from running must be in place</li> <li>● Publisher-direct relationships will be required (with networks and trusted compliant properties)</li> <li>● Implications to marketing specific age groups will become increasingly challenging</li> </ul>	<ul style="list-style-type: none"> <li>● Signal-based approaches that disable certain types of ads from running must be in place</li> <li>● Publisher-direct relationships will be required</li> </ul>
Age-Gating	<ul style="list-style-type: none"> <li>● Signals that capture persistent age-gated audiences will be impacted</li> <li>● Prepare from new standards and added protections to assure age-gating is enabled</li> </ul>	<ul style="list-style-type: none"> <li>● Age-gated property networks become increasingly important – shared IDs across these specific properties</li> </ul>

## Preparing for Cookie Independence – Practical Next Steps

### Technical Checklist

	Buy-Side	Sell-Side
Measurement	<ul style="list-style-type: none"> <li>How much dependency do you place on measurement tools that utilize third party cookies? What measures are you particularly dependent on that will be affected?</li> <li>Does your current system of measurement influence your buying and optimization decisions? If yes, to what degree? What are the specific blind spots that your organization will now have?</li> <li>Taking into consideration the current types of buys you participate in, how many various reports will you need to contend with?</li> <li>What would a baseline verification standard look like across properties? MRC etc.</li> </ul>	<ul style="list-style-type: none"> <li>Assess gold standards for measurement and work with IAB and other trade associations to set a long-term bar (minimizing incremental layered costs year over year)</li> <li>Develop reach/frequency models for independent sites but also for aggregated network partnerships to deliver this as a service</li> <li>Explore dynamic creative insertion capabilities based on 1<sup>st</sup> party data across networks</li> </ul>
Tracking/Targeting	<ul style="list-style-type: none"> <li>What are the common denominator metrics that will be accessible regardless of cookie tracking across all platforms?</li> <li>Given real-time will be impacted, what is an appropriate action-taking threshold for optimization of media placements?</li> <li>Contextual creative efforts over retargeting – take stock of the longer-term strategy and discuss this with your creative agency partners.</li> </ul>	<ul style="list-style-type: none"> <li>Explore persistent log-in environments to shore up cross-platform delivery</li> </ul>
Reporting	<ul style="list-style-type: none"> <li>What does an adequate performance dashboard look like?</li> <li>How are reporting cycles/cadence affected?</li> <li>How can first party data tell a more complete story on-site for the purposes of reporting behavior and segmentation definition?</li> </ul>	<ul style="list-style-type: none"> <li>Work with partners and trade bodies to standardize reporting API capabilities for smoother roll out and to manage buy-side expectations</li> <li>Develop policies on data disclosures to partners</li> </ul>
Scale	<ul style="list-style-type: none"> <li>What kind of scale is required to maintain a certain level of performance for your marketing budgets?</li> <li>Test scale/context levers while cookies still exist to get a sense of budget allocations</li> <li>Do you have the right relationships with publishers and platforms to ensure a balanced media portfolio as opposed to a non-differentiated approach to media investments</li> </ul>	<ul style="list-style-type: none"> <li>Explore network opportunities</li> <li>Leverage IAB to test network activity and develop a sandbox to explore possibilities in private enterprise</li> </ul>

### Budget/Cost Checklist

	Buy-Side	Sell-Side
Contracts	<ul style="list-style-type: none"> <li>Check contracts with all third-party data providers</li> <li>Re-evaluate needs based on 1<sup>st</sup> party data forward strategies</li> </ul>	<ul style="list-style-type: none"> <li>Prepare for shorter term visibility and more frequent contract negotiations</li> <li>Road-map presentations and discussions to keep clients informed on plans and roll-out of new products and opportunities</li> </ul>

	<ul style="list-style-type: none"> <li>● Train procurement to understand value in providers given new landscape</li> </ul>	
Inventory Pricing	<ul style="list-style-type: none"> <li>● Budget for higher CPMs on niche premium content due to demand</li> <li>● Budget for additional dependence on partners for the use of their 1<sup>st</sup> party data sets – their costs will increase with higher levels of sophistication required</li> </ul>	<ul style="list-style-type: none"> <li>● Value evaluation based on longer term demand patterns and editorial calendars</li> </ul>
Conversion Impact	<ul style="list-style-type: none"> <li>● Take on an aggregated ROAS perspective and begin to develop value equations that make sense for your brand or client</li> <li>● Take into consideration – lifetime value, purchase cycle dynamics etc. as view thru and latent data will no longer be accessible</li> </ul>	<ul style="list-style-type: none"> <li>● Develop value propositions that have less emphasis on performance-based deals (based on scale) and more on engagement and quality content – price accordingly</li> </ul>
Bulk Models	<ul style="list-style-type: none"> <li>● Begin to explore various buying approaches</li> <li>● Discuss this with your agency partners or with coalitions/industry bodies</li> </ul>	<ul style="list-style-type: none"> <li>● Long term view on supply/demand</li> </ul>

### Operational Checklist

	Buy-Side	Sell-Side
Reliance on First Party	<ul style="list-style-type: none"> <li>● Explore various models and value propositions that will generate enhanced first party data on your site</li> <li>● Develop segmentation strategies that highlight the data that you have access to and re-imagine the user experiences as a result of this data</li> <li>● The balance of responsibility on conversion will shift towards the advertiser as frequency capping and re-targeting mechanisms become disabled.</li> </ul>	<ul style="list-style-type: none"> <li>● Refine value proposition of sign-in based relationships to audience</li> <li>● Focus on delivering customization of experiences</li> <li>● Explore new opportunities to develop custom branded content</li> </ul>
Loyalty-based Tactics	<ul style="list-style-type: none"> <li>● Explore partnerships</li> <li>● Develop enhanced loyalty programs to ensure LTV of consumer is protected and the 1<sup>st</sup> party data continues to flow longer term</li> </ul>	<ul style="list-style-type: none"> <li>● Explore loyalty extension onsite – new partnership opportunities</li> </ul>
In-House Vs. Agency Dynamic	<ul style="list-style-type: none"> <li>● Audit in-house strengths for today and longer term</li> <li>● Re-examine the value that agency partners can provide – articulate them</li> <li>● Agencies develop frameworks for 1<sup>st</sup> party data forward initiatives and develop enhanced capabilities for added value long term</li> </ul>	<ul style="list-style-type: none"> <li>● Re-think value that a publisher/platform can bring to the table (outside of straight inventory or tech)</li> <li>● Thought Leadership</li> <li>● Re-evaluate service quality bar and road map training</li> </ul>
Human Resources	<ul style="list-style-type: none"> <li>● Data analytics (advanced)</li> <li>● Technical implications – new software, partner SAAS platforms etc.</li> <li>● Segmentation</li> <li>● Negotiations</li> </ul>	<ul style="list-style-type: none"> <li>● Consultative selling</li> <li>● Data analytics (advanced)</li> <li>● 1<sup>st</sup> Party data – segmentation and new profiling definitions</li> <li>● Negotiation</li> </ul>

### Policy Checklist

	Buy-Side	Sell-Side
CASL	<ul style="list-style-type: none"> <li>● Review consent mechanism, policies and record-keeping in-house</li> <li>● Develop clear policy around partnerships that include compliance requirements</li> </ul>	<ul style="list-style-type: none"> <li>● Assess the current database for compliance to CASL (paper trail)</li> </ul>
Privacy	<ul style="list-style-type: none"> <li>● Deploy a consent management platform (CMP) that adhere to adequate global standards (IAB TCF compliant)</li> </ul>	<ul style="list-style-type: none"> <li>● Plan for complex international compliance requirements (GDPR etc)</li> <li>● Deploy a consent management platform (CMP) that adhere to adequate global standards (IAB TCF compliant)</li> </ul>
M2K	<ul style="list-style-type: none"> <li>● Assess the risks – food category will become affected and will require a more manual approach to media buying</li> </ul>	<ul style="list-style-type: none"> <li>● Assess child-directed content volume and isolate to prepare for flagging</li> </ul>
Age-Gating	<ul style="list-style-type: none"> <li>● Risk assessment</li> <li>● Develop partnerships with age-gate enabled publishers and platforms</li> </ul>	<ul style="list-style-type: none"> <li>● Explore age-gated partnerships</li> </ul>

# Exploring Alternatives

## Definitions

<b>Contextual</b>	Advertising on a website that is relevant to the page’s content. In traditional contextual advertising, automated systems display ads related to the content of your site based on keyword targeting.
<b>Publisher 1<sup>st</sup>Party Data Segments</b>	Publishers have a unique understanding of their audiences having optimized for years against user media consumption preferences. This allows publishers to create segments with a great level of confidence. To date these segmentation strategies have been unique by property. The industry may evolve to include consortiums where several publishers may share common definitions and identifiers against various segments to provide competitive scale.
<b>Publisher Opt-In PII Data</b>	<p>Any login-based property is readily able to identify customers’ likely interests based on a consensual relationship that offers all appropriate consumer choice and opt-out mechanisms required under PIPEDA. For mobile applications, operating systems contain temporary identifiers known as Mobile Advertising Identifiers and have built-in privacy controls. The Android, Windows, and iOS devices have preference settings that allow users to opt-out of interest-based or cross-app advertising. They also have the option of changing the advertising identifier. These identifiers are separate from a mobile device’s permanent identifier.</p> <p>While advertising on these properties and platforms does not depend on PII, linking interest categories or demographic data with a browser or mobile device is used in order to present relevant ads and can aid in establishing reach/frequency measures as well as attribution measurement.</p>
<b>Panel Studies/Research</b>	Often used in brand lift studies, panel studies work by collecting data repeatedly, from a pre-recruited set of people (sometimes real-time). These individuals may provide demographic, household and behavioral data and allow advertisers to understand campaign impacts.
<b>Machine Learning</b>	ML technology enables data analysis of various related behavioral patterns and signals to effectively reach appropriate audiences with relevant ads. ML algorithms help analyze customer behavior patterns and audience segments, etc. Advanced ML technology handles high volumes of data, processes it securely, and gives accurate insights and predictions.

## Evaluating Alternative Options

Adapted from IAB Europe February 2020 - A Poporo

Method	Freq. Cap	1p Targeting	3P Targeting	Attribution	Privacy & Ethics Risk	Caveat
Contextual	No	No	Yes	No	Medium – possible *AI-based discrimination	Low Scale/Potential Higher Costs/+ Planning
Publisher 1 <sup>st</sup> Party Data Segments	Partially	No	Yes	No	Low	Scale – Consortium Potential
Publisher Opt-In PII Data	Yes	Yes	Yes	Yes	High	Scale – Consortium Potential
Panel Studies/Research	No	No	No	Yes	Low	High volume campaigns only
Machine Learning	Maybe	No	Maybe	Maybe	Medium – possible *AI-based discrimination	Available on large platforms only (requires scale)

\*Ethics and codes of conduct will address risk of AI-based discrimination, pending PIPEDA amendments will cover privacy aspect of AI

## Project Rearch - Industry Efforts to Rearchitect Digital Marketing

As presented at IAB Tech Lab Town Hall March 5, 2020

First announced at the Annual Leadership Meeting in Palm Desert, CA in February 2020, project Rearch is a call to collaborate with all industry stakeholders to re-imagine the online advertising ecosystem.

**Mission:** Harmonize privacy, personalization, and community

### Goals / Objectives:

- Rearchitect digital marketing with suitable alternatives to 3P cookies that support:
  - Consumer transparency, choice and control across all their experiences
  - A robust Open Web that fuels innovation in content and services
  - Open standards that reduce engineering costs and time-to-market
  - Improved industry accountability and trust

### Anticipated Components:

- Technical standards and guidelines - it is important to note that this is not an endeavour to create an identity product of service
- Compliance program

### Role of Standards / Tech Lab – Privacy by Default

1. Browser Proposals (such as Privacy Sandbox)
  - Collaborate with browser/OS platforms and W3C
  - Feasibility analysis
  - Encourage cross-platform interop/standards
2. Contextual at the Site/App Level
  - Standardized content taxonomies
  - Establish best practices, scale and accountability
3. First Party Behavioral
  - Standardized audience taxonomies
  - Establish best practices, scale and accountability

### Role of Standards / Tech Lab – Authenticated Consumer

- Ensure responsible use of consumer-provided identifiers.
- Allow third parties to execute on behalf of trusted first parties, without enabling third-party tracking.
- Standardized consumer messaging, policies, disclosures, controls.
- Tech standards and accountability/compliance mechanisms ...NOT a universal identifier!

### Global Input is Critical

As expressed at the ALM Summit, this project will require an enormous amount of collaboration between all stakeholders. The stakeholder groups reflect IAB Canada's Council structure: Publishers,

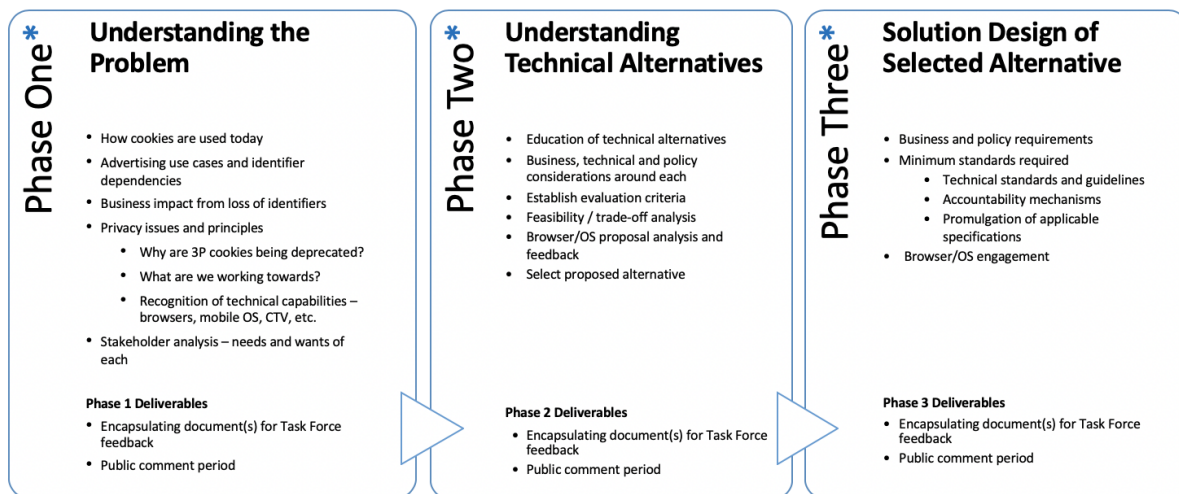
Agencies, Marketers and Ad Tech. Outreach will not be limited to IAB membership as we will call out to outside industry bodies for participation in this project.

IAB Tech Lab will partner to develop a process to Discuss and Deliver:

- Stakeholder wants and needs
- Problem statement
- Principles, objectives and constraints
- Technology alternatives
- Solution designs
- Communications approach

## IAB Tech Lab - Global Three Phased Approach for Project Rearc

IAB Tech Lab presentation March 2020



\*Drawing from work already completed, whenever possible.



## Getting Involved

All four IAB Canada stakeholder Councils will be working on Project Rearc in 2020. The groups will work to consolidate information, educate the general public and participate actively in the commentary periods provided by IAB Tech Lab across the various phases.

Additionally, IAB Canada will be launching IAB Tech Lab “North” with negotiated preferred membership fees for IAB Canada members. IAB Tech Lab is an IAB technical consortium that has been cracking on standards and best practices to address everything from new ad formats and measurement integration to fraud prevention and data transparency. Currently, Tech Lab is leading the charge on Project Rearc. This Canadian group of members will have full access to all committees and working groups at the Tech Lab directly and will contribute in parallel to our efforts here on the ground in Canada.

It is our hope that this guide provides ongoing value as a reference. The document will be updated regularly as new information comes available.

If you would like to know more about this IAB Canada Council Working Group or if you would like to become an IAB Tech Lab North member, please contact us at [committees@iabcanada.com](mailto:committees@iabcanada.com) or [membership@iabcanada.com](mailto:membership@iabcanada.com)