



Data Vendors and The Future of Ethical Data Practices



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**The focus is on you
– the consumer.**



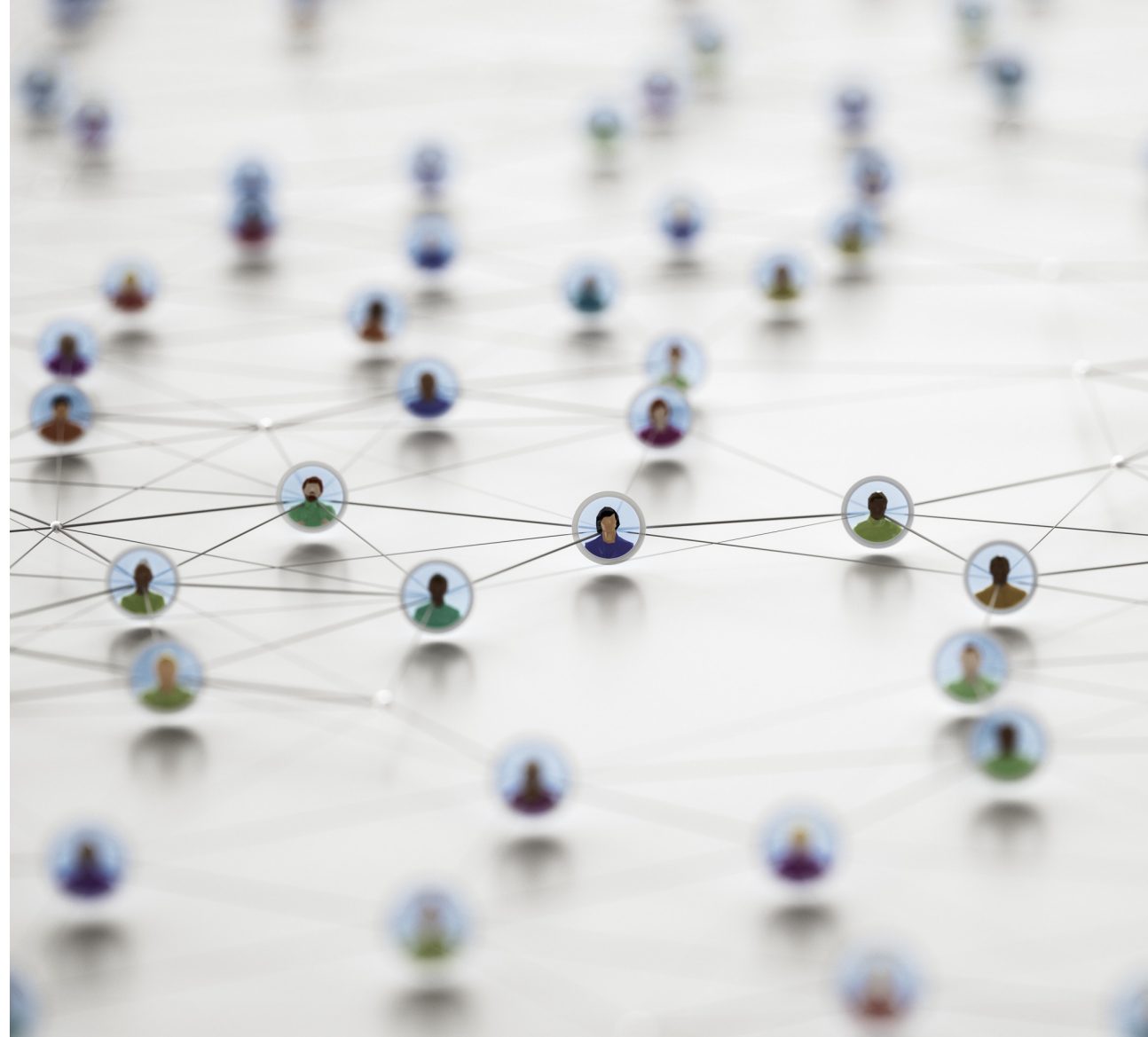


Understanding the journey a customer takes to buy a product is a worthy challenge for any marketer.





Hundreds of data segments provided by dozens of different companies.





**Performance for
these 3rd party
segments were not
very good.**





I had virtually no context to who the people were in that data segment.

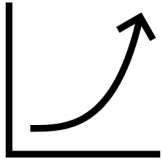




**“They are the
middlemen of
surveillance
capitalism” - Wired**



Let's look at how this came to be

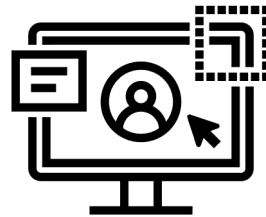


Early Growth of Data Brokerages

Begins to develop, primarily focused on collecting and selling publicly available data.

Late 20th
Century

Early
2000s



Technological Advancements

Data vendors in Canada start to incorporate digital technology and online data into their offerings.



Privacy and Data Protection Concerns

Data collection and sharing practices evolve. Introduction of various federal and provincial privacy laws and regulations.



**Throughout
2000s**

2012



OPC Report on Online Tracking and Profiling

The Office of the Privacy Commissioner of Canada (OPC) releases a report on online tracking, profiling, and targeting.



Ongoing: Consumer Rights and Data Protection

Focus on consumer rights and data protection rights.

Ongoing: Consumer Rights and Data Protection

Canada continues to move toward giving individuals greater control over their personal information and data, including the right to access and correct their data held by data vendors.



Ongoing: Industry Regulations and Transparency

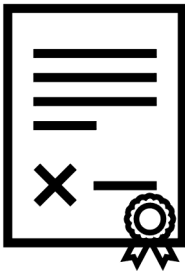
Data vendors in Canada face increasing pressure to be transparent about their data collection practices and the types of information they gather.

CPPA Introduction

Canada introduces the Consumer Privacy Protection Act (CPPA)



2020

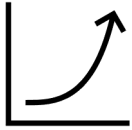


Digital Charter

The Canadian government introduces a Digital Charter

2021

Early Growth of Data Brokerages



Late 20th Century

Early 2000s



Technological Advancements

Privacy and Data Protection Concerns



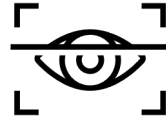
2000s

2012



OPC Report on Online Tracking and Profiling

**Ongoing:
Consumer Rights and
Data Protection**



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Consumer Rights and
Data Protection**



2020



Digital Charter

CCPA Introduction



2021



What makes Data Vendors effective?





Attention Merchants





What's at risk for Data Vendors?





Data Rights as Human Rights





**People have the
right to their
personal data.**





What can the public and data owners do?





Double-down on trusted partnerships





**Enable data owners
to safely learn about
overlapping
customer lists.**





Thank you

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