

The **General Data Protection Regulation (GDPR)** is the largest data privacy law to be enacted in Europe since the 1990s and goes into effect on May 25, 2018. The law enforces how the personal data of residents of Europe is collected, managed, utilized, and made available.

## How It Works



### Location

The law is applicable based on the location of the user whose data is collected. Companies based outside of Europe still must follow the GDPR.



### Personal Information

Personal information covered under the GDPR includes ad tech data such as cookies and advertiser IDs, but also includes demographic information such as race or political affiliation, or personal information including names and emails.



### Controllers vs. Processors

The GDPR divides companies who utilize data into two categories:

**Controllers** are entities who manage how the data is used.

**Processors** may merely be facilitating a specific use of data on behalf of a controller



### Goal

The aim of the GDPR is to make sure that data is collected and utilized in the best interest of the consumer.

## How Choozle Uses Data

- Choozle uses data to power our own marketing efforts, but more importantly, data is an integral part of how we help our brand and agency partners power their digital advertising campaigns within our platform
- Personal information is used to provide many of Choozle's features and functions:
  - Website insights
  - Data targeting
  - IP targeting
  - Retargeting
  - CRM targeting
  - And more
- Once collected, personal information used for these digital marketing tactics is stored in secure and regional servers, and in hashed and anonymized data sets.
- The first-party data you upload or generate into the Choozle platform is only passed to technical partners when it is needed to execute a feature of the Choozle platform you want to leverage, and remains exclusively available within the advertiser account where it was processed.

## How Choozle Prepared for GDPR



### Partnerships & Infrastructure

Our technology partnerships and infrastructure were built largely after the adoption of the GDPR, so we have kept data compliance within our build standard.



### Network Advertising Initiative (NAI)

We have been a compliant partner of the Network Advertising Initiative (NAI), who also maintains our cookie-based opt-out protocol.



### GDPR Audit

Choozle completed an intensive audit of our platform, technical partners, and data flow storage and processes from the independent United Kingdom-based consultancy, the Programmatic Advisory. The audit confirmed that our long-standing commitment to responsible data collection, usage and management has left Choozle compliant of the GDPR regulation.



### Choozle's Smart Container Tag

Additionally, we leveraged the technical capabilities of our partner, Enlighten, to create a more intelligent cookie collection protocol in Choozle's Smart Container tag, including inhibiting North American advertiser accounts from collecting EU cookie profiles.



### GDPR Validation

GDPR has validated our commitment to using quality data sources, providing transparency, and supporting our partners responsible use of data.

## What This Means for Choozle's Operators

- ① Your Choozle account and campaigns will continue to run as normal.
- ② Confirm your clients have a Privacy Policy on their website that explicitly states the use of and reason for utilizing Choozle's Smart Container tag and data-targeting features. That statement to garner the user's consent can read something like:  

*"We collect and use your information to help understand our customer needs, and provide a tailored experience for how you interact with our brand. The information is only distributed to the services we use to help us execute this unique content experience for you."*
- ③ Review your CRM lists to insure no emails exist for residents of Europe, and that you have permission from your brand to continue using old first-party data sets within Choozle.
- ④ Assess the processes, platforms and partners you work with to confirm how data is collected, stored and utilized is GDPR compliant.
- ⑤ If you need assistance running campaigns targeting Europe, create a new advertiser account whose region type is the European Region, setup your campaign using European-specific data sets and reach out the Choozle Support team for any assistance.