

PANOPTYKON Foundation

IS ONLINE ADVERTISING BROKEN BY DESIGN? NAVIGATING PRIVACY CHALLENGES IN ADTECH

@ka_iwanska

Digital ad spend, worldwide, 2015-2021 (\$US billions)

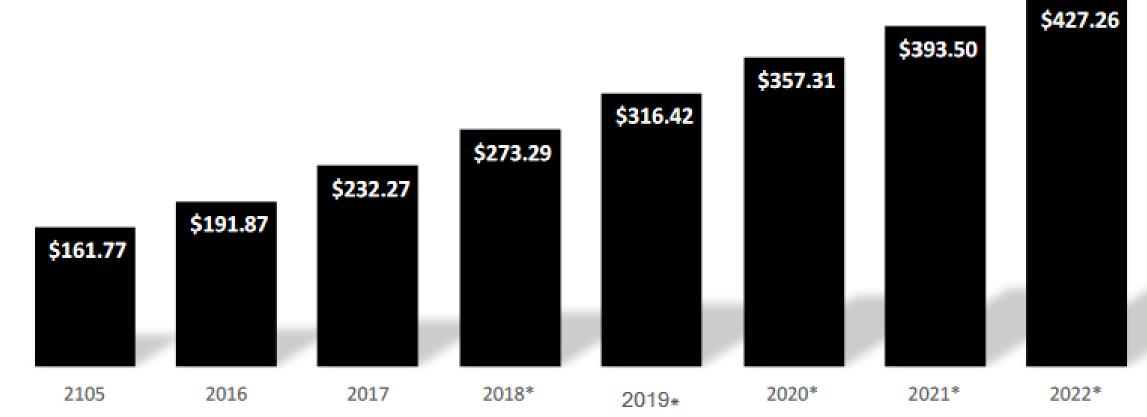
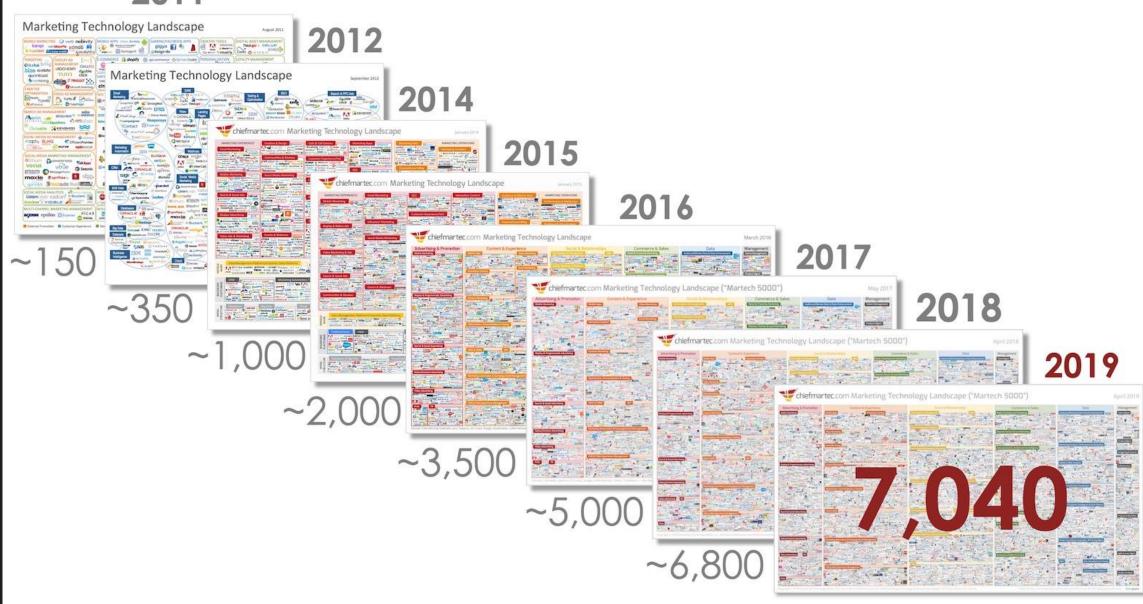
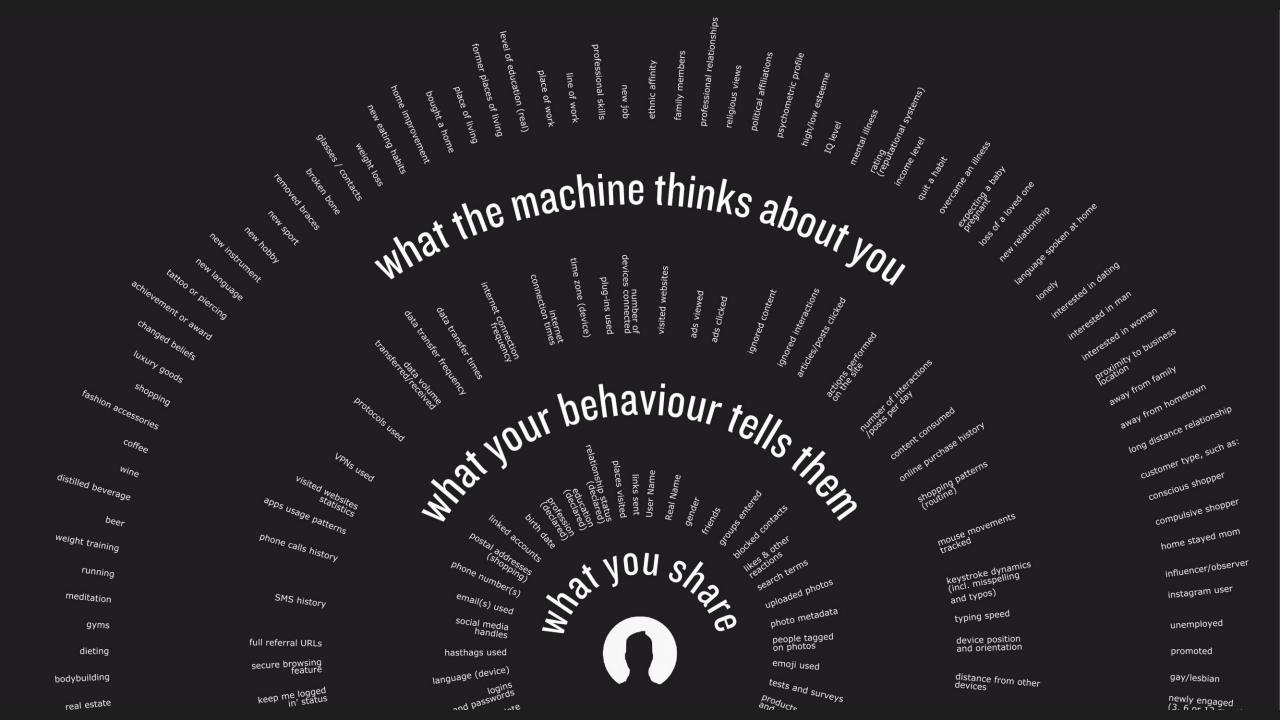
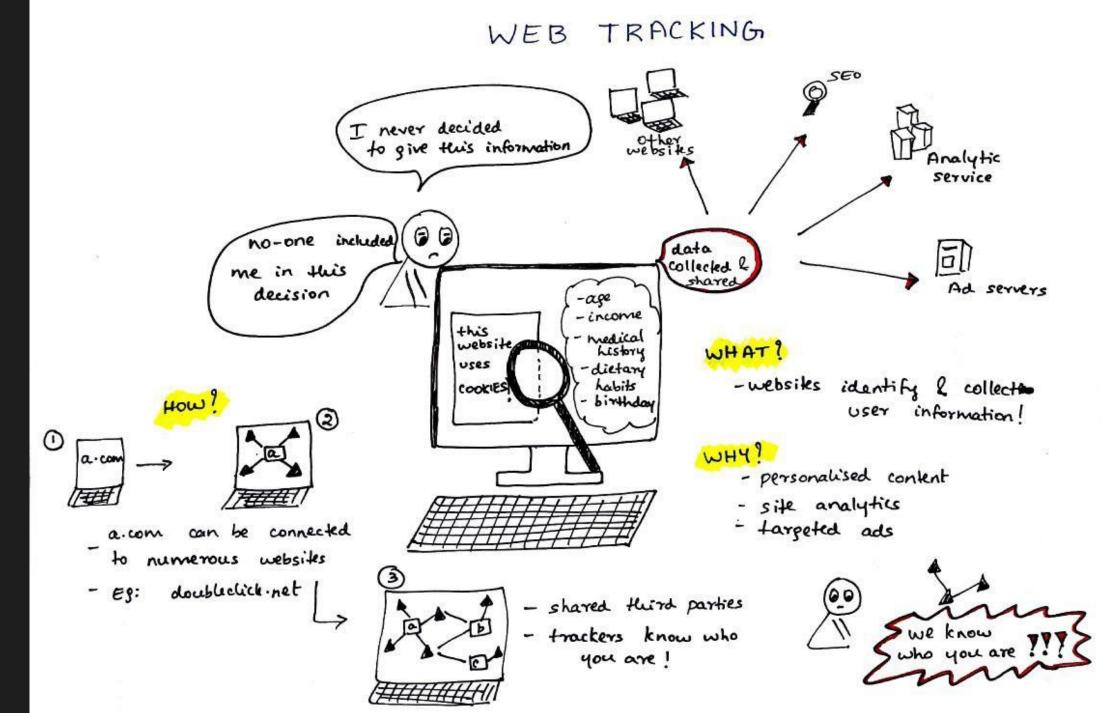


Figure 1: Digital Ad Spend Worldwide, 2015-2022¹³







How Ad Blocker Users Feel About Targeted Ads

Targeted ads invade privacy

Targeted ads are useful

20%

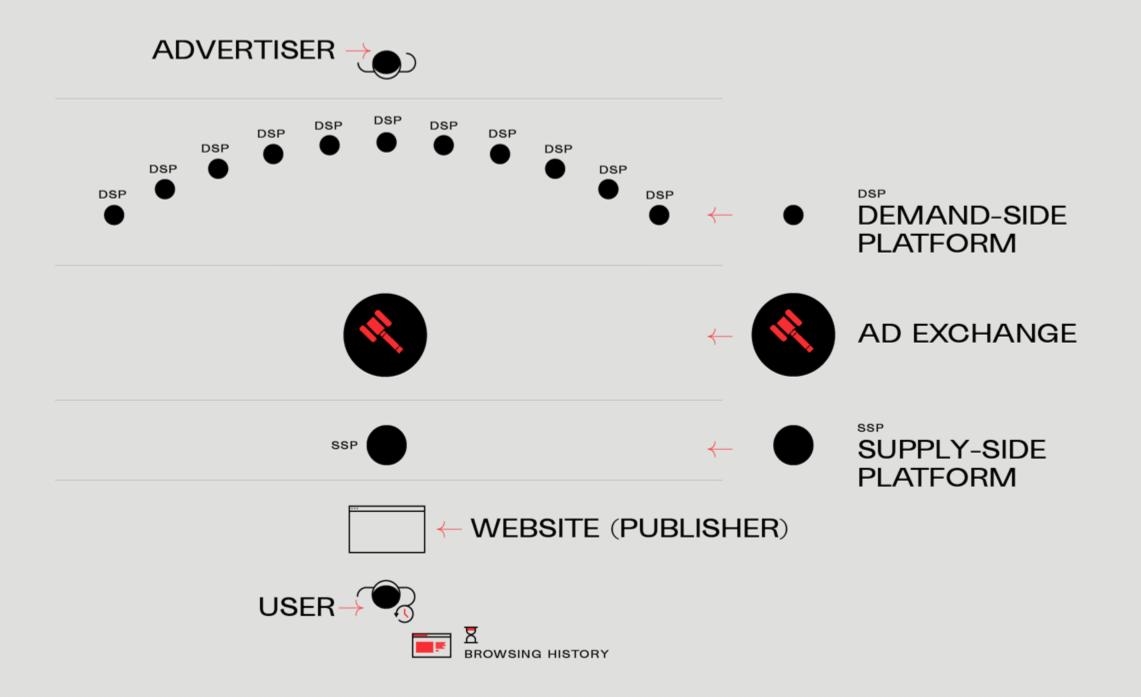
No opinion

17%

Percent of total respondents: N=500 ad blocker users Source: Visual Objects 2019 Ad Blocker Survey

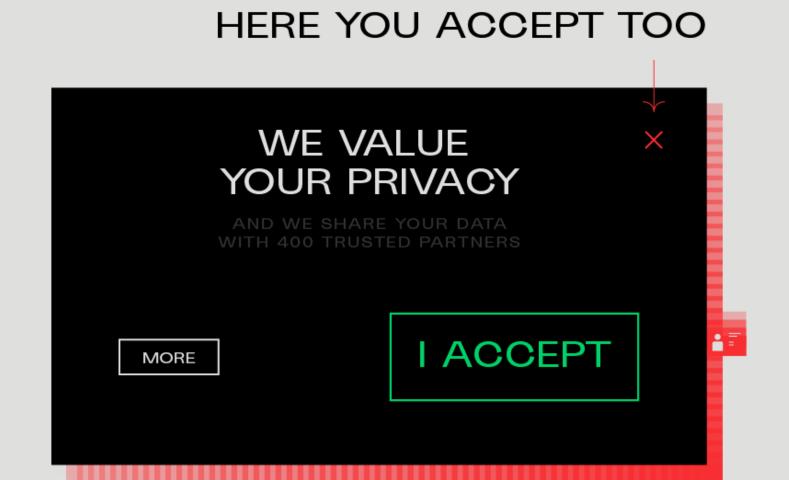


63%

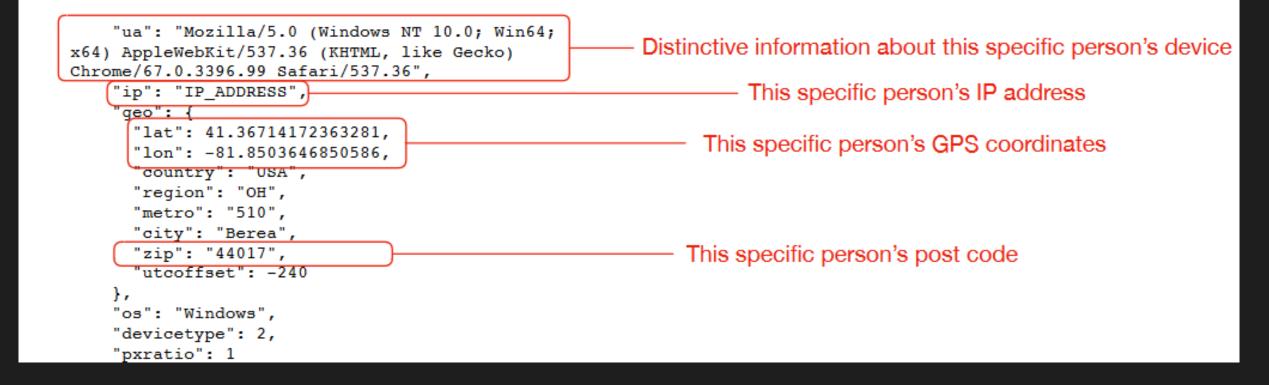


GDPR PRINCIPLES

LAWFULNESS **PURPOSE LIMITATION** DATA MINIMISATION **TRANSPARENCY** SECURITY **PRIVACY BY DESIGN AND BY DEFAULT**



```
site {
                            What this specific person is reading right now
 page: "PAGE_URL"
 publisher {
    id: "SELLER_NETWORK_ID"
    [com.google.doubleclick.publisher] {
      country: "GB"
 content {
    contentrating "DV-G"
    language "en"
 mobile: true
```



```
name: "DoubleClick"
segment {
  id: "5444"
 value: "0.3"
}
segment {
 id: "1080"
 value: "0.2"
}
                            This specific person's inferred interests. This could include highly sensitive
segment {
                            special category data such as 571 eating disorders, 410 left-wing politics,
 id: "1710"
 value: "0.1"
                            202 male impotence, 862 Buddhism, 625 AIDS & HIV, 547 African-
}
                            Americans, etc. See Goolge's "publisher verticals" list.
segment {
  id: "1715"
 value: "0"
segment {
  id: "96"
 value: "0"
}
```

PURPOSE LIMITATION

Analytics

Google Analytics is Google's analytics tool that helps website and app owners to understand how their visitors engage with their properties. It may use a set of cookies to collect information and report site usage statistics without personally identifying individual visitors to Google. The main cookie used by Google Analytics is the '_ga' cookie.

In addition to reporting site usage statistics, data collected on Google properties by Google Analytics may also be used, together with some of the advertising cookies described above, to help show more relevant ads on Google properties (like Google Search) and across the web and to measure interactions with the ads we show.

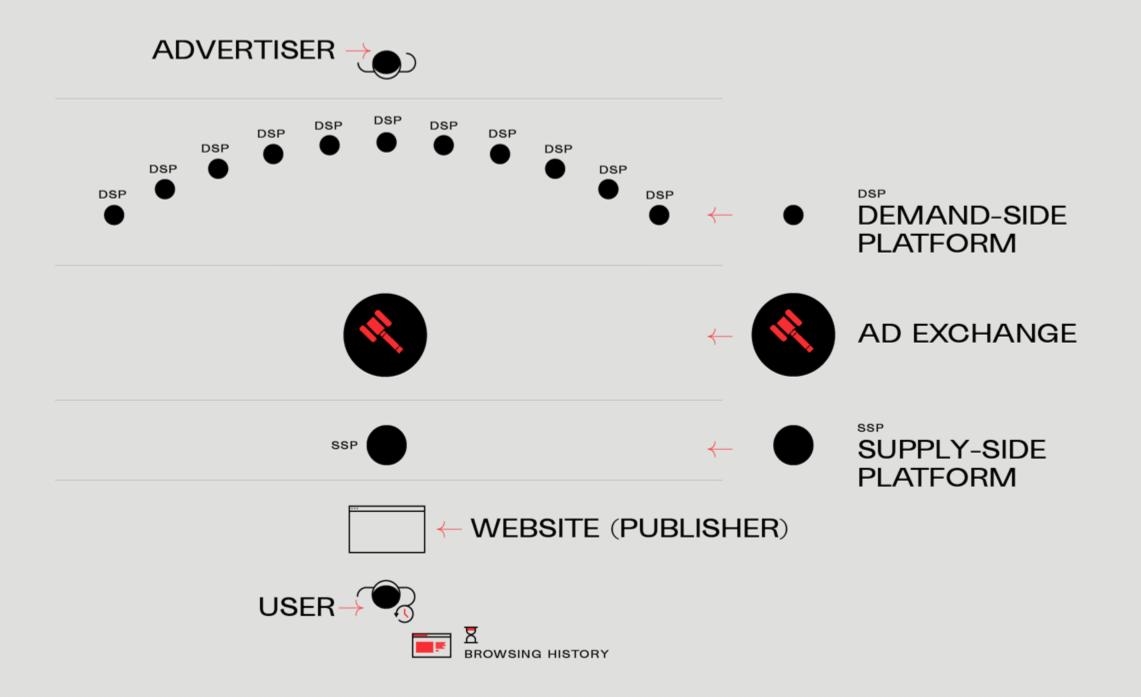
TRANSPARENCY

General: Do I understand the processing and its consequences?

Individual: What does my profile look like?

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| InetHHAgeAndGenderVisits;GB | $[0.21469208759269612\ 0.19940725420905558\ 0.1418112512367487\ 0.29205254687839644\ 0.04761961398810414\ 0.104247995558666666666666666666666666666666666$ |
| InetHHAgeVisits;GB | [0.2147284304951945 0.19944100970735293 0.14183525693036628 0.2921019852967127 0.0476276749977463 0.10426564257262 |
| InetHHChildrenV2Visits;GB | [0.5506935498169285 1.1219017142199964E-4 0.0030622065531428627 0.024705961314971693 0.006543814076797697 0.414882 |
| InetHHEducationVisits;GB | [0.03298286903380676 0.6663213365517425 0.30069579441445077] |
| InetHHIncomeVisits;GB | [0.34208517996066146 0.03563795182697384 0.08535273568653788 0.5369241325258268] |
| GenderVisits;GB | [0.9999056163347138 9.438366528628081E-5] |
| InetHHAgeAndGenderVisits;GB | [0.19660969859225438 0.1674718789630741 0.17443505858125827 0.25474274210826126 0.03901343076057947 0.167632807329 |
| InetHHAgeVisits;GB | [0.1966282570878572 0.1674876870648696 0.17445152395550395 0.2547667879314994 0.03901711333874527 0.16764863062152 |
| InetHHChildrenV2Visits;GB | [0.5044999754302371 5.67989066852668E-4 0.0021387712218162414 0.1950899754500293 8.373719731019416E-4 0.2968659168 |
| InetHHEducationVisits;GB | [0.04567057386281842 0.35777441612624633 0.5965550100109352] |



RTB Callout Data Restriction. Buyer may store the encrypted cookie ID and mobile advertising identifier for the purpose of evaluating impressions and bids based on user-data previously obtained by the Buyer. All other callout data except for Location Data may be retained by Buyer after responding to an ad call for the sole purpose of forecasting the availability of inventory through the Authorized Buyers program. Buyer is permitted to retain callout data only for the length of time necessary to fulfill the relevant purposes stated above, and in any event, for no longer than 18 months.

Unless Buyer wins a given impression, it must not: (i) use callout data for that impression to create user lists or profile users; (ii) associate callout data for that impression with third party data; or (iii) share rate card data in any form, including but not limited to aggregate form, with third parties.

Location Data Restriction. If Buyer receives information through the Authorized Buyers program that identifies or can be used to infer an end user's precise geographic location, such as GPS, wifi or cell tower data ("Location Data"), then Buyer is permitted to use such information solely for the purpose of bidding on the applicable impression and Buyer is permitted to retain such information solely for the length of time necessary to fulfill that purpose.

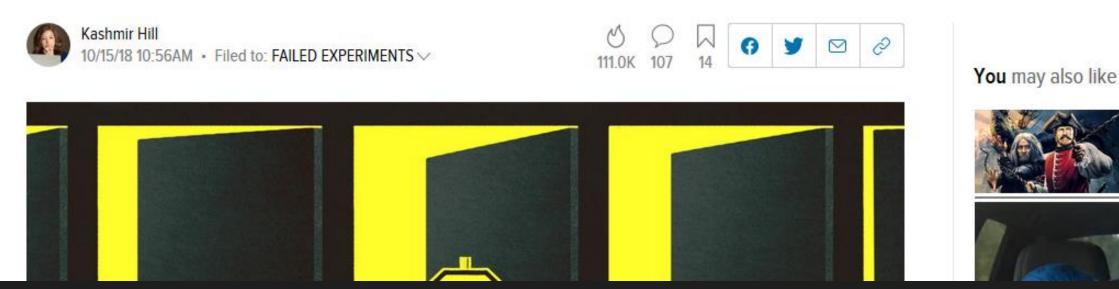


LATEST REVIEWS SCIENCE 109 FIELD GUIDE EARTHER DESIGN PALEOFUTURE

PRIVACY AND SECURITY

'Do Not Track,' the Privacy Tool Used by Millions of People, Doesn't Do Anything

Q



Chiefmartec.com Marketing Technology Landscape ("Martech 5000")

April 2019

Management

duct Mgm

Advertising & Promotion



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AM & MRI



Social & Relationships

Commerce & Sales

solidus

Data





RISE OF CLICKBAIT
 AND ADFRAUD

• NO TRANSPARENCY

• INTRUSIVE PROFILING

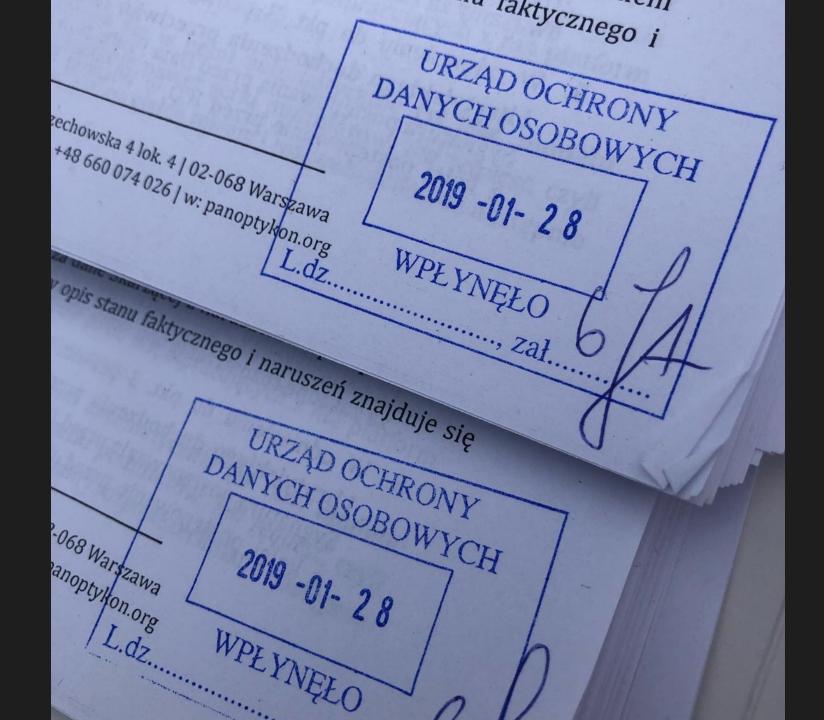
ILLUSION OF CONSENT

POTENTIAL FOR DISCRIMINATION • ADTECH TAX

MASSIVE DATA BREACH

 BROKEN BY DESIGN AND BY DEFAULT

ENVIRONMENTAL
 COST



...the lack of maturity of some market participants, and the ongoing commercial incentives to associate personal data with bid requests.

...we have general, systemic concerns around the level of compliance of RTB.

UK Information Commisioner's Office, June 2019

COSMETIC FIXES? DESIGN SOLUTIONS? OR BUSINESS DECISIONS?

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1101110001100 1000110101000 WOLNOŚĆ 0110 0011 SIĘ LICZY 0110011**Bronimy wolności** $\mathbf{0}$ $\mathbf{0}$ $\mathbf{1}$ i prywatności 1 w cyfrowym świecie 00110111000 DOŁÓŻ SWÓJ 1% KRS: 0000327613 011010100010