

Tapad and GDPR

WHAT TO KNOW

Privacy Has Been Tapad's Priority from the Start

OUR CORE PRINCIPLES:

- Ongoing commitment to transparency and user privacy
- Provision of clear notice to consumers and easy opt-out choices
- Membership in self-regulatory organizations such as NAI, DAA and eDAA, and IAB EU
- Not collecting data when there is no present commercial need



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ELEVATING OUR COMMITMENT TO PRIVACY:

Tapad has invested significant resources into preparing for GDPR. Global teams working on these efforts include privacy, legal, engineering, sales, partnerships, and communications. We are fully committed to ensuring that privacy laws and principles are followed in all data processing activities. This includes:

- Registered member of the IAB EU Consent and Transparency Framework
- Increased communication options in our privacy notice
- Appointment of dedicated European Data Protection Officer
- Developed formal privacy impact assessments created for all key products
- Emphasizing privacy-by-design principles throughout product and engineering orgs
- Ensuring data processing agreements (DPAs) and necessary contractual clauses are in place for relevant relationships
- Implemented technical processes to fulfill data subject requests
- Developed technical safeguards for all data processing
- Increased focus and diligence around privacy with all EU partners
- As with current regulations, Tapad relies on consent when it comes to the placement of and the collection of personal data through a cookie. Tapad works closely with all partners to ensure that all data processing and collection activities are in compliance with relevant laws and regulations. For further processing, when applicable, Tapad may rely on legitimate interest as a legal basis.
 - Tapad has performed a careful legal analysis, thorough balancing tests, and offers many mitigations to balance privacy expectations
 - Combined with a focus on privacy in product development and privacy-by-design principles, Tapad will continue to ensure that the rights of the data subject are duly respected during the data processing activities