

"Trust, Advertising and Data Privacy: Seeking a New Balance"

Advertising and consumer privacy in the digital marketplace

January 15-16, 2019 in New York City

A must-attend session for advertisers, publishers, agencies and consumer advocates interested in forging a new online model that protects consumer privacy, reduces ad fraud, and supports journalism.

Who: The Local Media Consortium, an association of over 80 local media companies, in partnership with Information Trust Exchange and The Internet Society invites brands, agencies, publishers, privacy advocates, lawmakers and technologists to participate in this [Internet Multistakeholder Privacy Initiative](#).

Apply by Dec. 17 to attend. Seating is limited so [APPLY NOW](#) or [LEARN MORE](#).

What: Launch of a series of multi-stakeholder convenings to develop a new online model that protects consumer privacy, improves brand safety, combats ad fraud and supports journalism.

Where: [NYC Media Lab](#), located at 2 MetroTech Center, 10th Floor, Brooklyn, NY 11201

When: Tues.-Wed. | January 15-16, 2019

Why: Programmatic advertising, coupled with a wild-west approach to user data, has created an environment with an estimated \$16 billion in ad fraud annually. With stringent new privacy regulations across Europe, and California's privacy law coming into effect in 2020, businesses must take new approaches to protecting consumer data, reducing ad fraud and providing advertisers with a trusted and effective environment to reach their target audiences.

Expected Outcomes:

- Explore concrete ways to improve value and user trust while reducing ad fraud and enhancing brand safety.
- Develop a consumer friendly privacy agreement and consent mechanism for quality publishers that gives users total control over their personal data.
- Discuss technology solutions that will facilitate more effective 1st party data exchange.
- Reduce compliance burdens and costs by participating in shared, privacy-forward data exchange and a robust governance framework.

Organized by: [Information Trust Exchange Governing Association](#), the [Local Media Consortium](#) and facilitated by [The Internet Society](#). | [LEARN MORE](#) | [APPLY NOW](#)

