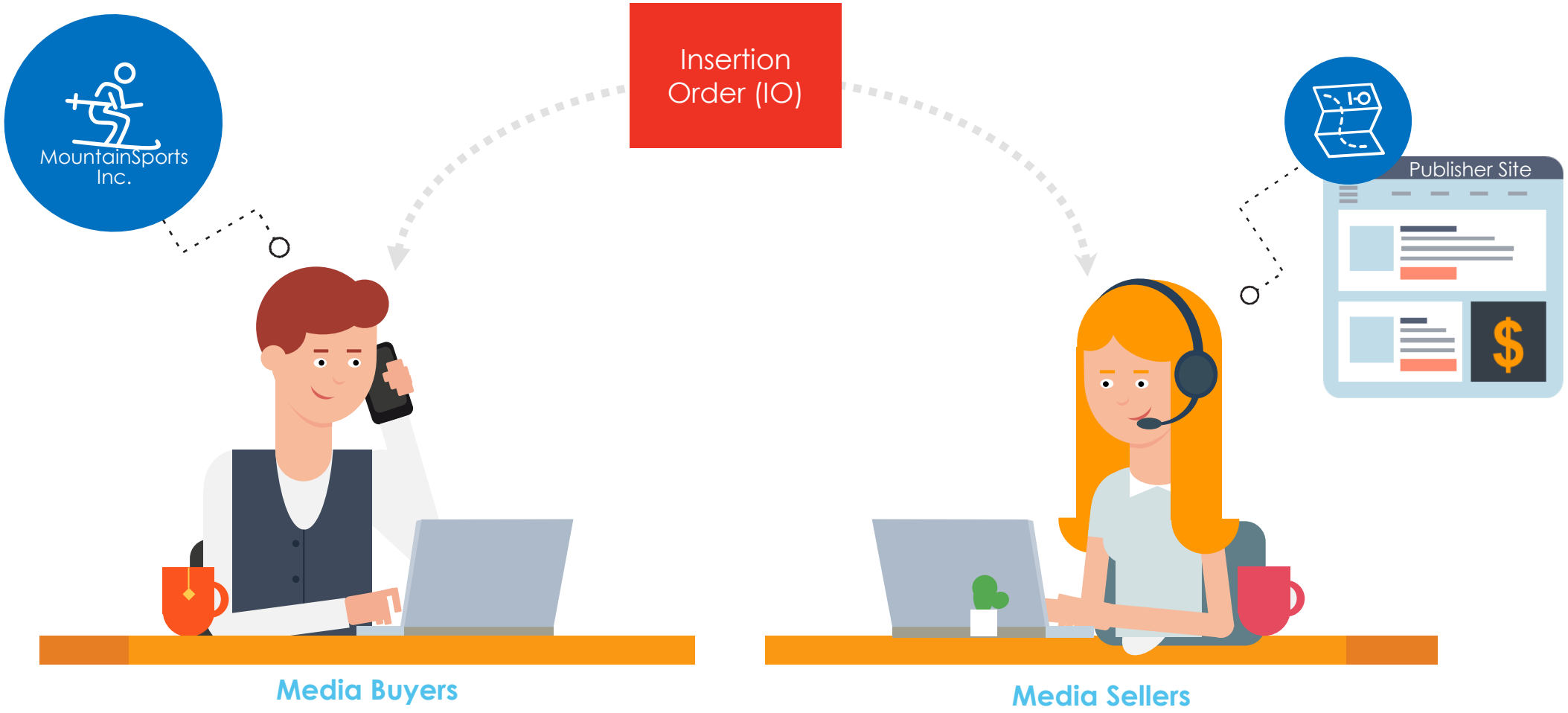
Digital Advertising & Privacy Overview

Common Advertising Data Flows

Traditional Direct Media Buying Process



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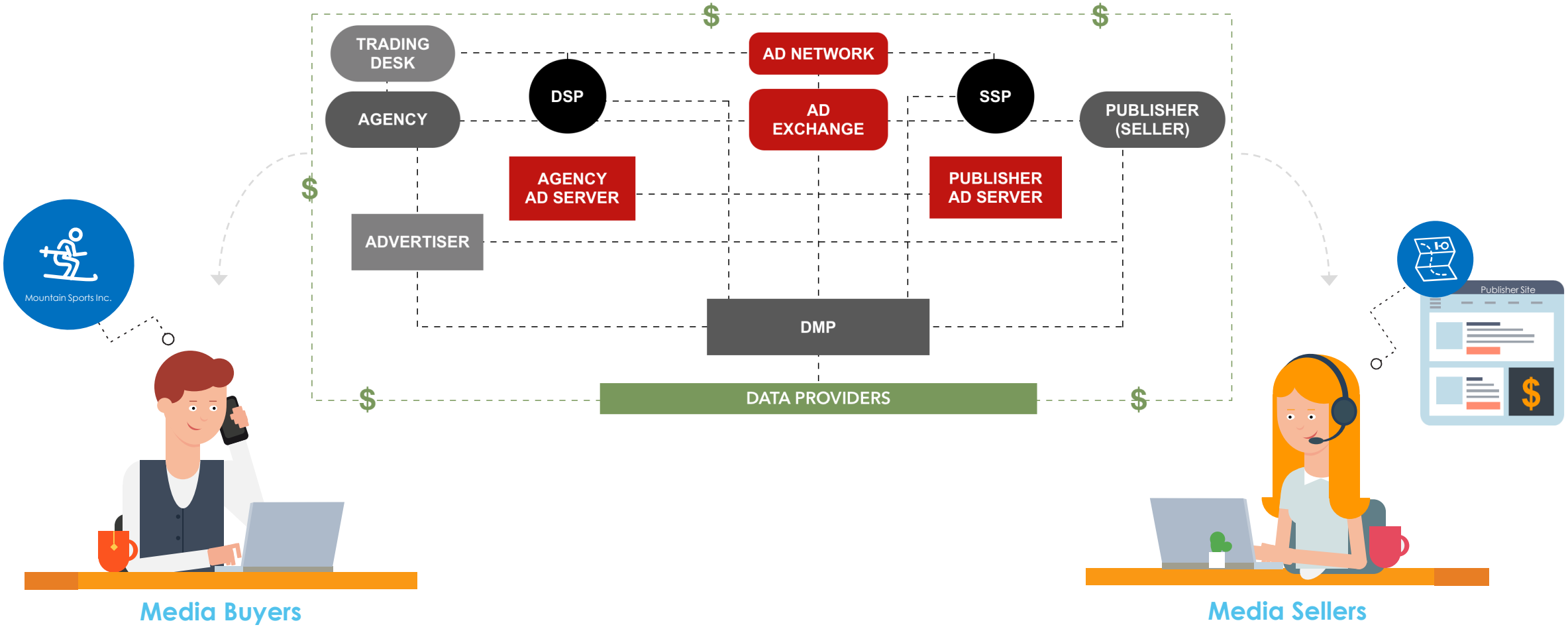
Adtech: Programmatic Media Buying Process



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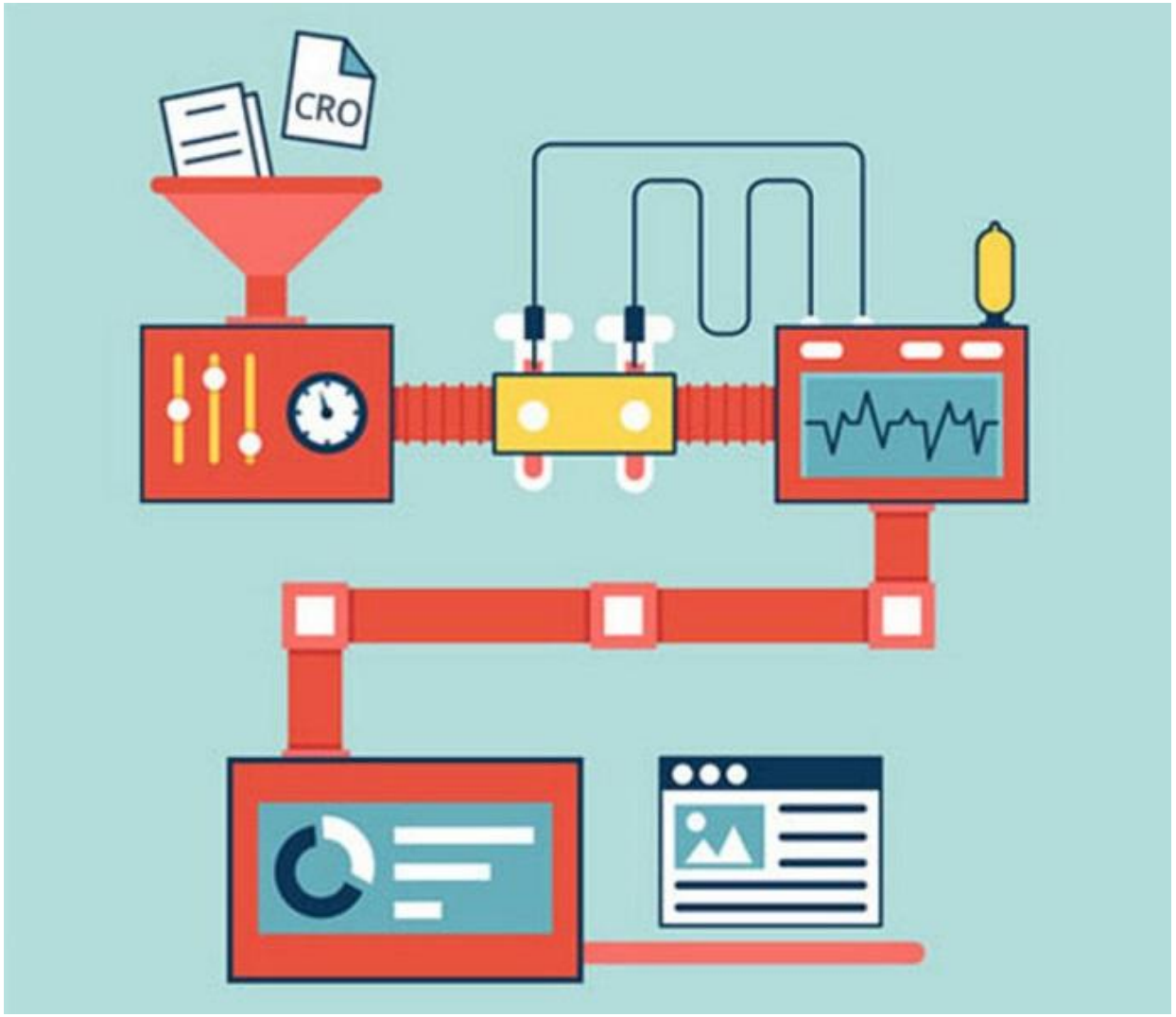


WHAT IS PROGRAMMATIC ADVERTISING?

The term **programmatic** refers to the automation of digital advertising using software and data.

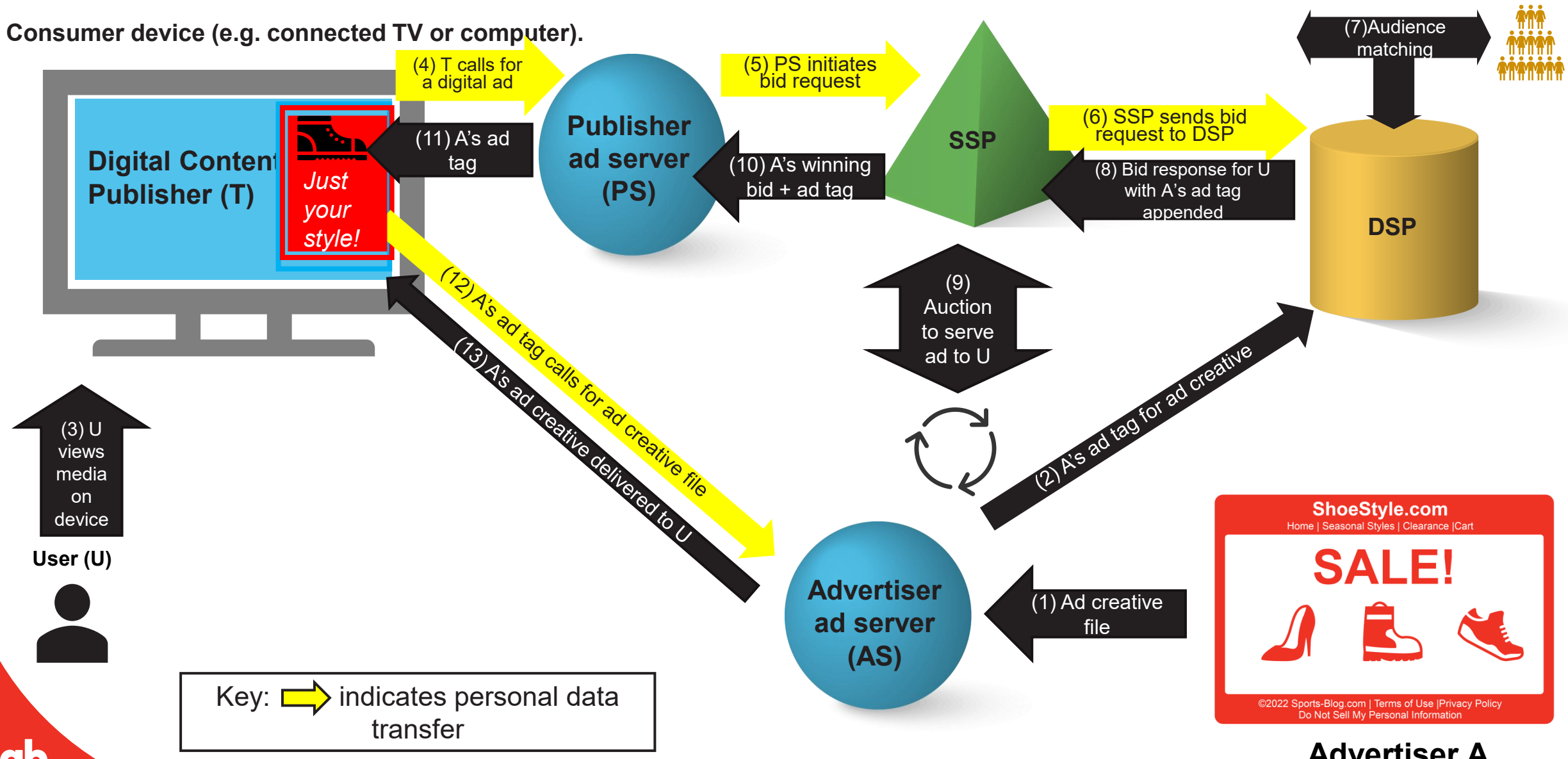
RTB stands for real-time bidding and refers to a way of transacting media that allows an individual ad impression to be purchased in real-time via an automated auction.

Programmatic Advertising is the use of automation in the buying, selling, or fulfillment of ads.

Automated tools and technologies now power most of digital advertising.

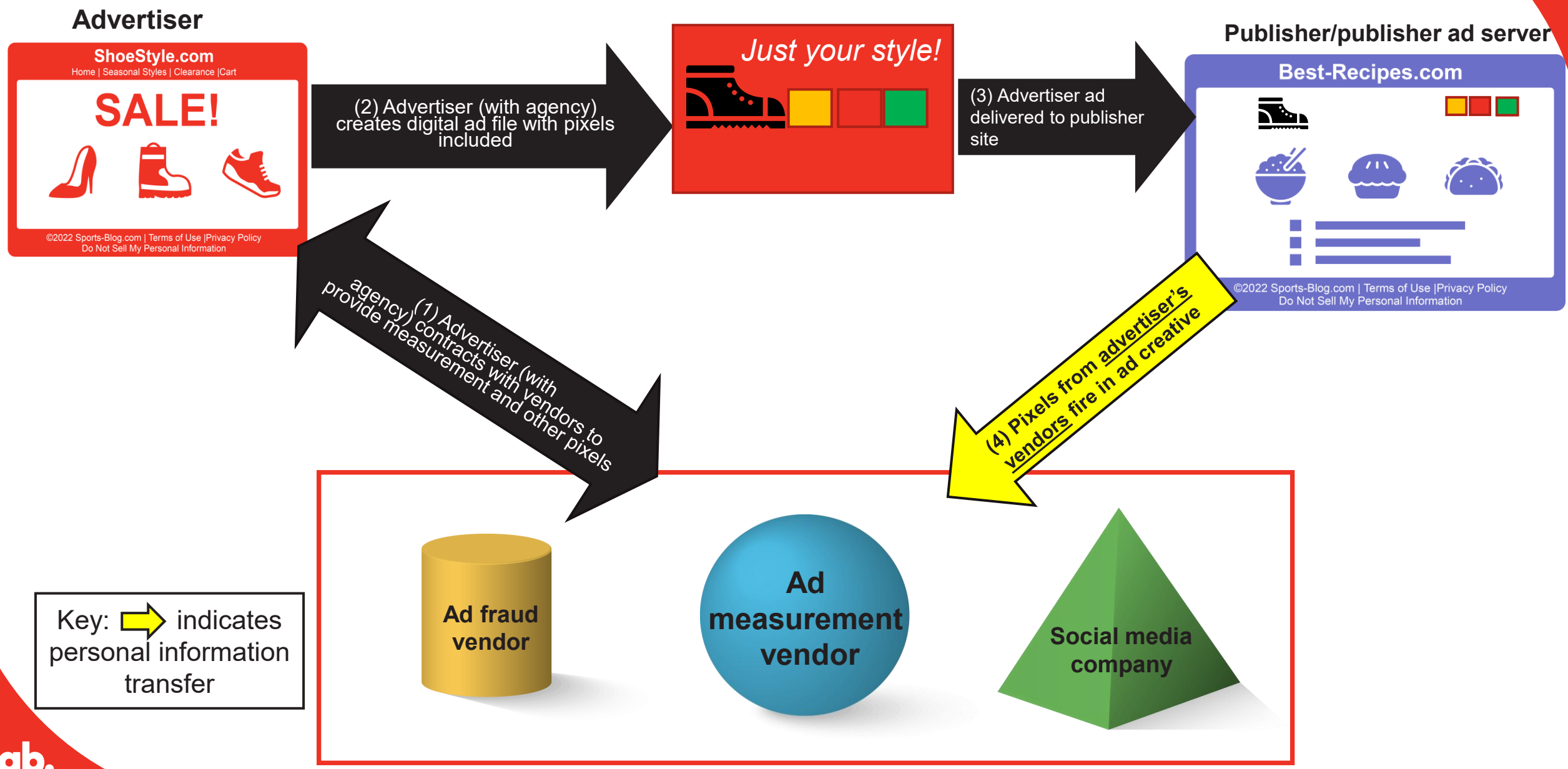
How is an ad selected that I see on my phone, CTV or website and how does that impact privacy?

Personal Data Flows & Digital Ad Serving

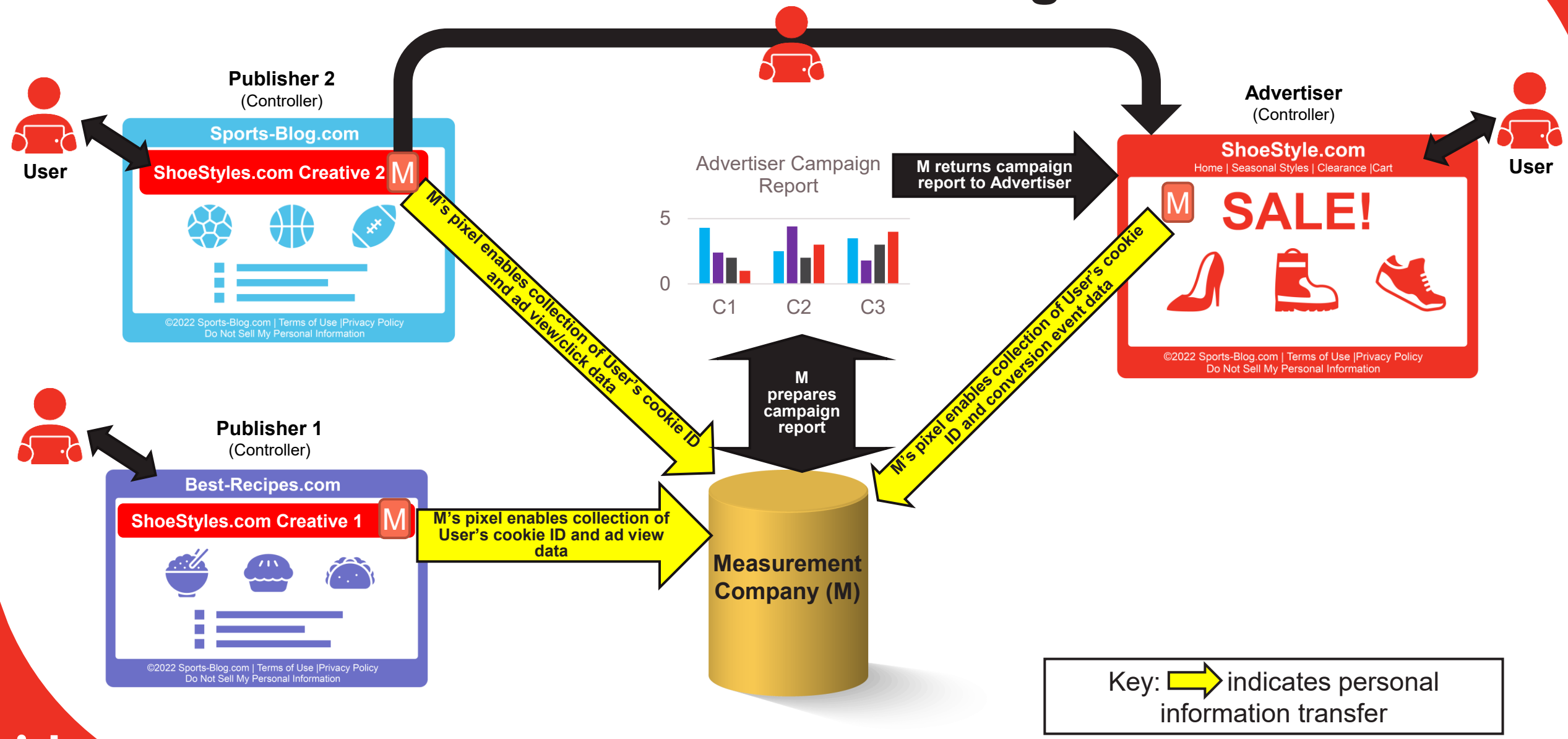
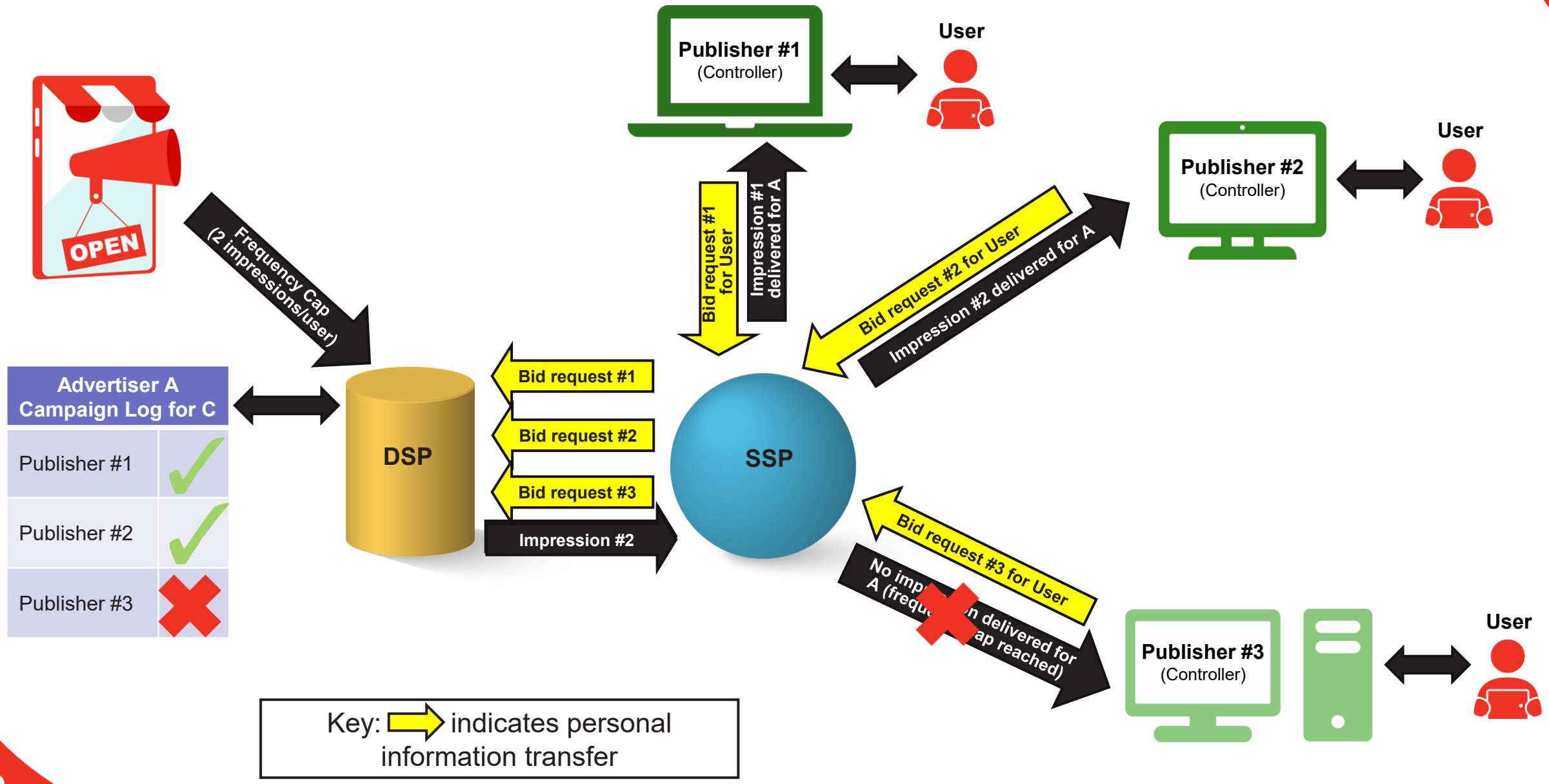


What are the other ways that personal information is used to support a digital ad campaign?

Personal Data Flows & Pixels in the Ad



Personal Data Flows & Measurement and Conversion Tracking



Personal Data Flows & Frequency Capping