Information Trust Exchange Ecosystem Architecture

ITE AD-DATA SERVICES
(members only)

ITE LICENSED
INFRASTRUCTURE SERVICES

ITE END-USER SERVICES
(members only)

Privacy firewall

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Users manage their own profiles, attributes

N = multiple operators

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Authentication/ Logging Service(s) (team built for ITEGA) / operated by trusted third party

Exchange of anonymized event records for billing and frequency capping

Profile Usage Agent Class #1:
(Other ITE member publishers)

Identity Service Provider (IdSP) Class #1:
Publishers / Information Service Providers (prototyped for ITEGA by third parties)

APIs to profile / attribute sources

Network User ID assigned by Data Collector; only Data Collector maps to individual

Profile Usage Agent Class #2:
(ITE-member advertisers)

Exchange anonymize profile attributes for personali-zation

Data/Demographic Aggregator / Anonymizer / User Data Exchange (UDEX)

IdSP Class #2:
Identity Service Providers / Identity only (to be prototyped for ITEGA by third parties)

Profile Usage Agent Class #3:
(ITE-member ad agencies and exchanges

APIs to profile / attribute sources

Users manage their own profiles, attributes

ITE member, by exchange rules, must share event records for users back to ALS which shares them back to appropriate Data Collector for adding to User'-controlled profile