



**Trust, Advertising and Data Privacy: Seeking a New Balance
January 15-16, 2019 in New York City / Brooklyn: A Report**

A unique effort to protect consumer privacy and support journalism is gathering steam after a Jan. 15 meeting hosted by the NYC Media Lab in Brooklyn.

The Information Trust Exchange Governing Association (ITEGA), the Local Media Consortium (LMC), and the Internet Society convened this multistakeholder meeting on trust, advertising and data privacy. Over two days, 46 publishers, marketing executives, privacy experts, academics and other stakeholders came together to define a new online ecosystem that will protect consumer privacy, improve brand safety, combat ad fraud and support journalism.

What emerged was a consensus that such a new ecosystem is possible, and will depend on three pillars, governed by a nonprofit rule-making body:

1. A privacy statement that can be consistently adopted across major publishers, that reflects the growing importance of user data consent, and that promotes the use of privacy protecting technology web-wide.
2. Strong consent policies and technology prototyped and made available for adoption by major browsers, to promote an equitable privacy environment that gives a sustainable technical advantage to sites that inform users and facilitate data controls.
3. A federated sign-on infrastructure that publishers can offer to their users as a benefit for those who choose to share identity and information, with permissioned and anonymized use for content and advertising personalization.

Stakeholders organized four committees to build these pillars:

1. Privacy Committee, chaired by privacy and data consultant Michelle de Mooy;
2. Browser Consent Committee, chaired by Mozilla's Don Marti and EFF's Andreas Arrieta;
3. Publisher Tech Stack Committee, chaired by former IAB Tech Lab Senior Director Brendan Riordan-Butterworth;
4. Governance Committee, chaired by ITEGA Executive Director Bill Densmore

The next multistakeholder convening will occur in April 2019 in Washington DC. Before that meeting we expect a version of the consent tool will be tested on the Mozilla Browser.

At the DC meeting, we expect to take the following actions:

1. Approve and announce a privacy statement approved by LMC publishers;
2. Discuss and approve plans for a tech stack that will include a single sign on that individual publishers can implement and an opt-in user data exchange;
3. Discuss rules and processes for the governing nonprofit.

For more information or to join this multistakeholder process, please contact Bill Densmore, ITEGA Executive Director, at wpdensmore@gmail.com