



GENERAL DATA PROTECTION  
REGULATION  
CLIENT INFORMATION



*Effective communication is based on relevancy and respect*

*We see GDPR as an opportunity for brands to build greater consumer trust and confidence*

# What we do



- ✘ *ADmantX is a smart data provider for brand planning and targeting within the digital advertising industry. Through its unique ability to understand the true meaning of online page content, ADmantX allows publishers, and brands/advertisers to match ads to relevant online content at page level, optimising ad placements and creating enhanced profiles of their customers/users for advanced targeting.*
- ✘ *We analyse and understand the true context of any web page to improve ad placement and increase ad engagement in a 100% brand safe environment. Additionally, we examine for our customers the 'real' interests of their consumers (1<sup>st</sup> Party Profiling) based on the media they're consuming online and apply machine learning and AI to predict the click and buy propensity.*
- ✘ *In our Contextual and Brand Safety offer we semantically analyse the page itself to understand and classify it. With these products we do not collect or read any other signals other than the context of the page.*
- ✘ *In our 1<sup>st</sup> Party Profiling activity we act as "subprocessor" of our customer data & traffic (normally with NO "PII" data from our customers).*



## What is the GDPR?

- *The GDPR will replace the existing EU data protection law (the Protection Directive 95/46/EC) and will be the biggest revision of privacy laws in over a decade.*
- *The aim of the GDPR is to harmonise privacy law across all EU member states and help promote the digital economy. It will also introduce new legal rights for individuals to better control and protect their personal data. Organisations holding personal data will need to provide evidence of compliance if requested to do so by clients or regulators.*

# ADmantX has been GDPR compliant since 2017



- ✘ ADmantX appointed a **dedicated multi-departmental team** to administer and oversee GDPR compliance **since mid 2017**.
- ✘ This team has completed **data inventory, data mapping** and a contract audit to amend all our partner terms so they are GDPR compliant.
- ✘ We have **revised** our **tech security policies**, internal access policies and external privacy and disclaimer policies to comply with GDPR.
- ✘ Our **appointed DPO** will be overseeing the continuous administration behind our “privacy by design” approach from May 25th.



# ADmantX GDPR compliancy: the Measures in place (1)



- ✘ A dedicated group of professionals, including our [Data Protection Officer](#), data protection lawyers, security personnel, and technology teams, who work to ensure privacy and data compliance across our business.
- ✘ An [internal data governance framework](#) to review how client data and other data is being used and protected while in our custody.
- ✘ From a legal perspective, ADmantX is typically a '[data processor](#)' in relation to personal data while the client is the 'data controller'.
- ✘ ADmantX only processes customer data [in line with clients' instructions](#). We work with our clients to ensure they understand and are comfortable with how their data is being used.



## ADmantX GDPR compliancy: the Measures in place (2)



- ✘ Targeted **data protection training for our employees**. This includes eLearning modules, on-line resources and face-to-face training for higher risk groups.
- ✘ **Data security policies and controls in place**, which are continually tested and evolved to keep pace with evolving regulations and governance requirements.
- ✘ At ADmantX we recognise that the security environment is constantly evolving. Our **security programme is regularly reviewed** and aligned to industry standards.
- ✘ In the unlikely event of a data security incident, a **security incident response procedure** is in place to isolate and manage any incidents . We will maintain the ability to recognise and fix any security incident (of any kind) including a **data security breach** as soon as possible.





For more information:

[www.admantx.com](http://www.admantx.com)

[DPO@admantx.com](mailto:DPO@admantx.com)

