

## Global Network of IABs holds annual meetings as industry GDPR compliance standard reaches new milestones

**Brussels, London, 8 November 2018** -- The global community of national IABs, the digital advertising industry's leading industry association network, kicks off two days of meetings in London today.

The European organisations, 25 national IABs in all, will be joined by 32 sister organisations from North America, Latam and Asia for the IAB Global Summit over 8<sup>th</sup> and 9<sup>th</sup> November. IAB UK and IAB Europe are co-hosting the Global Summit.

*"It is an honour for us to host the first IAB Global Summit to be held outside of the US",* said Jon Mew, CEO of IAB UK.

*"The Summit is an opportunity every year for this growing, vibrant international network to reconnect, reflect and re-energise,"* noted Randall Rothenberg, CEO of IAB. *"The network's international reach is a unique asset for member companies in all markets, enabling us to spot trends and drive change in a way that no purely national organisation can, and mapping to the global nature of the industry."*

The meetings coincide with important progress in the rollout of the IAB Europe Transparency & Consent Framework (Framework), a global standard created to help companies in the industry comply with key provisions of the EU's General Data Protection Regulation (GDPR). The GDPR was adopted in 2016 and has been in force since 25<sup>th</sup> May 2018.

The Framework is showing strong market uptake, with over 450 third party ad tech companies and agencies registered on its Global Vendor List (GVL) and the roster of registered Consent Management Providers (CMPs) now over 180. The spike in CMP registrations reflects increasing engagement of the publisher community in the Framework. IAB Europe is continuing to drive this engagement through increasing investment in the development of the Framework. Supporting this IAB Europe is pleased to announce the appointment of Patrick Verdon as Technical Director IAB Europe, Verdon will work closely with our stakeholders and the policy team at IAB Europe to support the technical development of the Framework. Verdon joins the team from the CMP Databoxer where he was co-founder and CTO.



A key upcoming milestone that Verdon will be working closely on is the publication of revised data processing purposes, which should be available in the coming month. Verdon will be leading the technical aspects of the transitional arrangements as they relate to the GVL and supporting the CMP community. The purposes are being adapted to reflect feedback received from European Data Protection Authorities (DPAs) and simplify terms and definitions to improve user understanding.

*“Many companies are turning to data protection authorities (DPAs) in their markets for guidance on how to interpret vaguely-worded provisions in the in the GDPR, and are struck by the DPAs’ support for, and patience with, industry’s attempts to comply”, noted Townsend Feehan, IAB Europe CEO. “But we need to bear in mind that though the goodwill is a positive sign, at a certain point the rubber hits the road, and those authorities are going to need to start enforcing the law by investigating and correcting, and imposing penalties for non-compliance. The Framework is fast becoming the industry standard for publishers, app developers and other online services for ensuring that personal data is processed transparently and lawfully under the GDPR, in a way that aligns fully to users’ choices and expectations, while maintaining a healthy ad revenue stream and controlling what their technology partners can and can’t do on their sites and apps.”*

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#### **About IAB Europe**

IAB Europe is the leading European-level industry association for the online advertising ecosystem. Its mission is to promote the development of this innovative sector and ensure its sustainability by shaping the regulatory environment, demonstrating the value digital advertising brings to Europe’s economy, to consumers and to the market, and developing and facilitating the update of harmonised business practices that take account of changing user expectations and enable digital brand advertising to scale in Europe.