



**TrustPid
ICO overview**



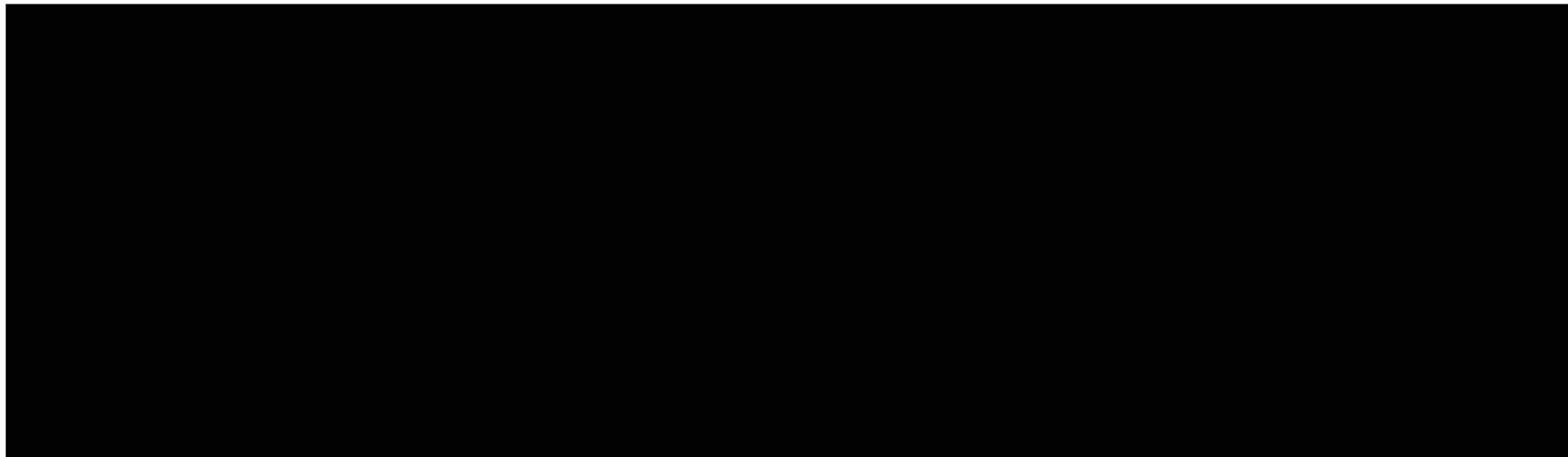
TrustPid privacy principles

An alternate online advertising technology inspired by the ICO digital advertising and real time bidding report

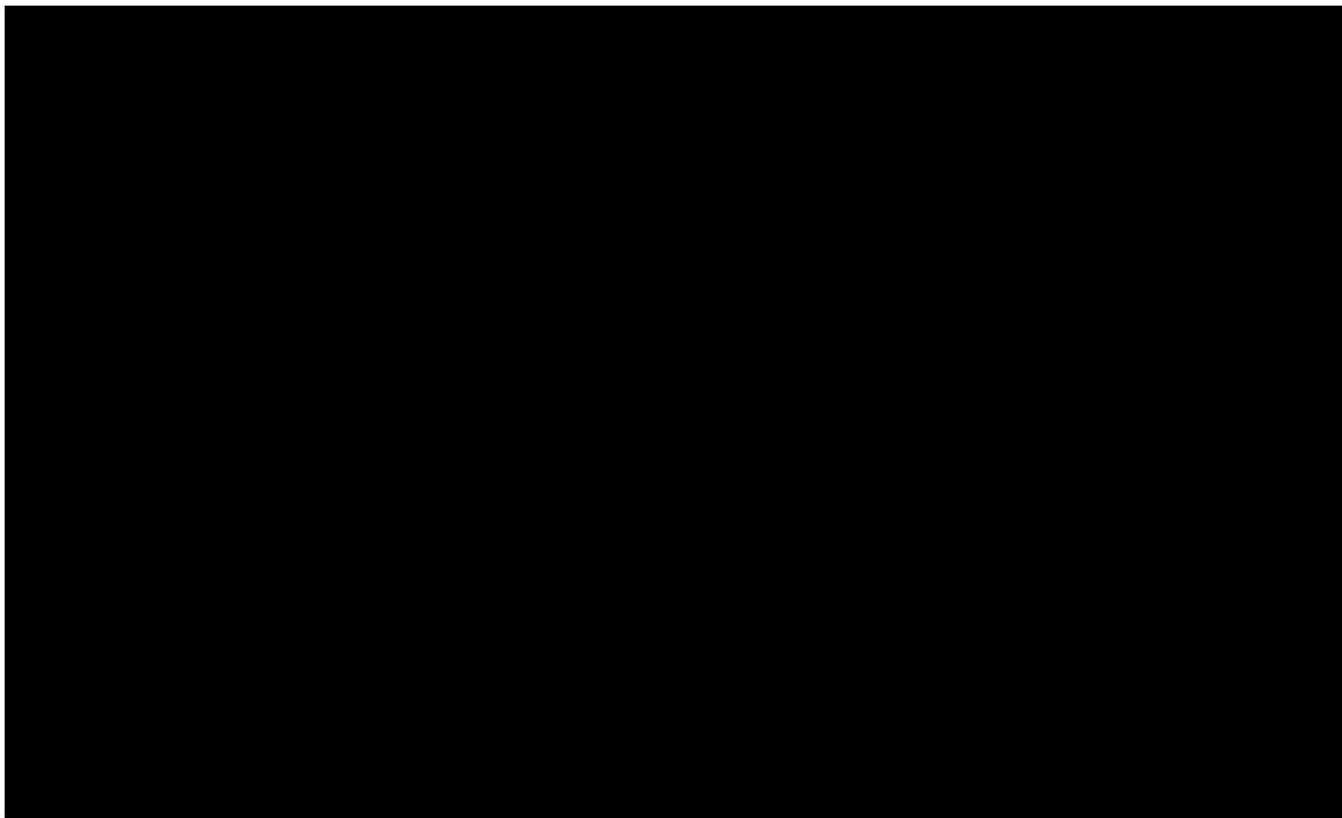
- **Consent and Control** – (1) one click to accept/reject and (2) one stop shop preference centre
- **Interoperable consent experiences with enhanced controls** – [REDACTED] with preference portal and telco privacy portals.
- **Data minimisation and leakage** – consented timebound non persistent IDs unique to the participating website to remove the risk of cookie syncing and cross website/device tracking
- **Clean room technology** – [REDACTED]
- **No centralised profiles** – first party IDs are only enabled,
- **No special category** – no special categories used
- **No communications monitoring by the Telco** – tokenised ID created which is then transferred to the participating website (with whom the user has consented to when visiting their site)
- **Privacy centred ecosystem** - contractual and technical requirements coupled with assurance, to ensure accountability to adhere to our consent and transparency requirements
- **Transparency** – dedicated privacy portal explaining the processing in more detail



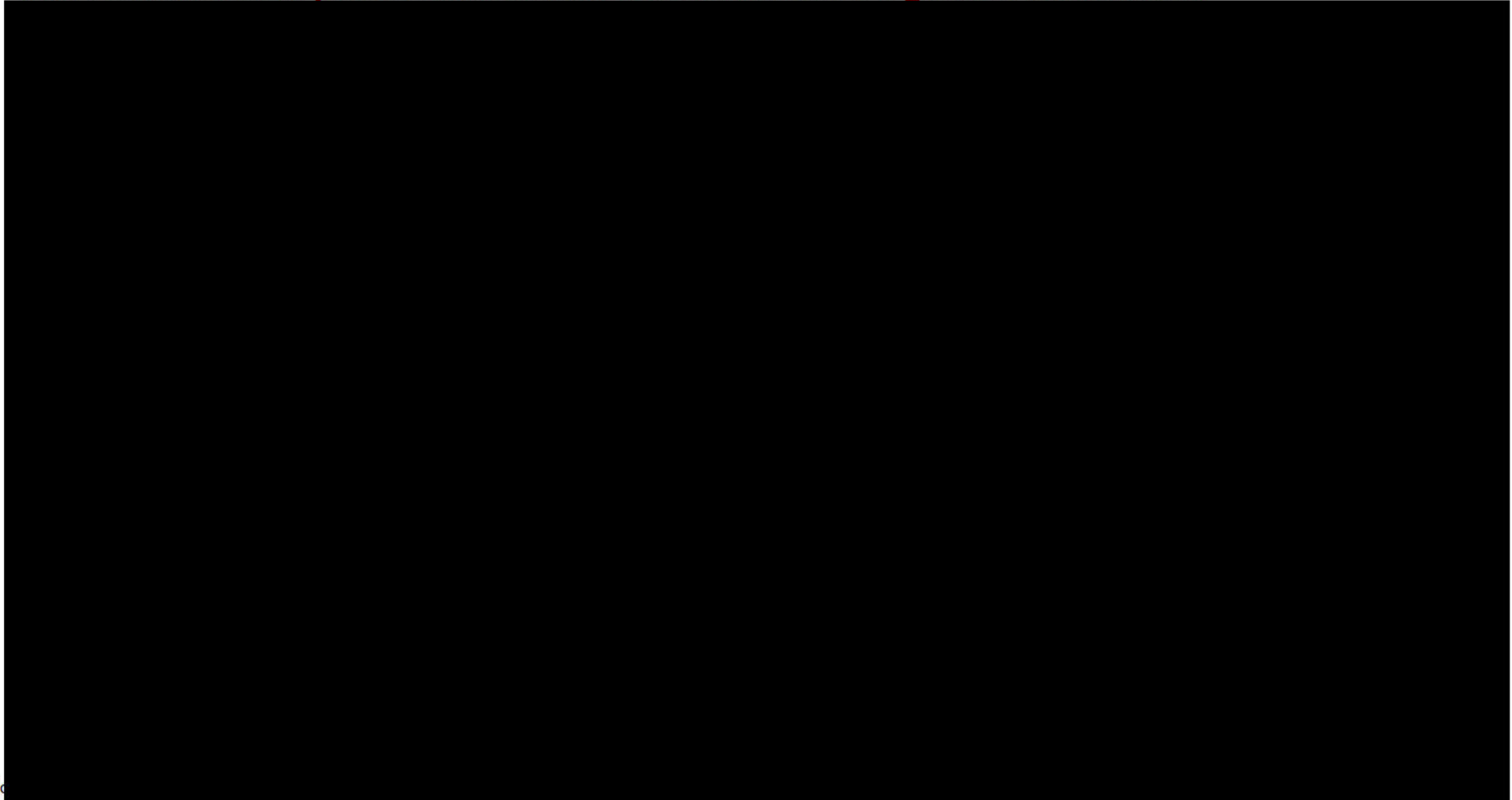
The journey so far...



The process



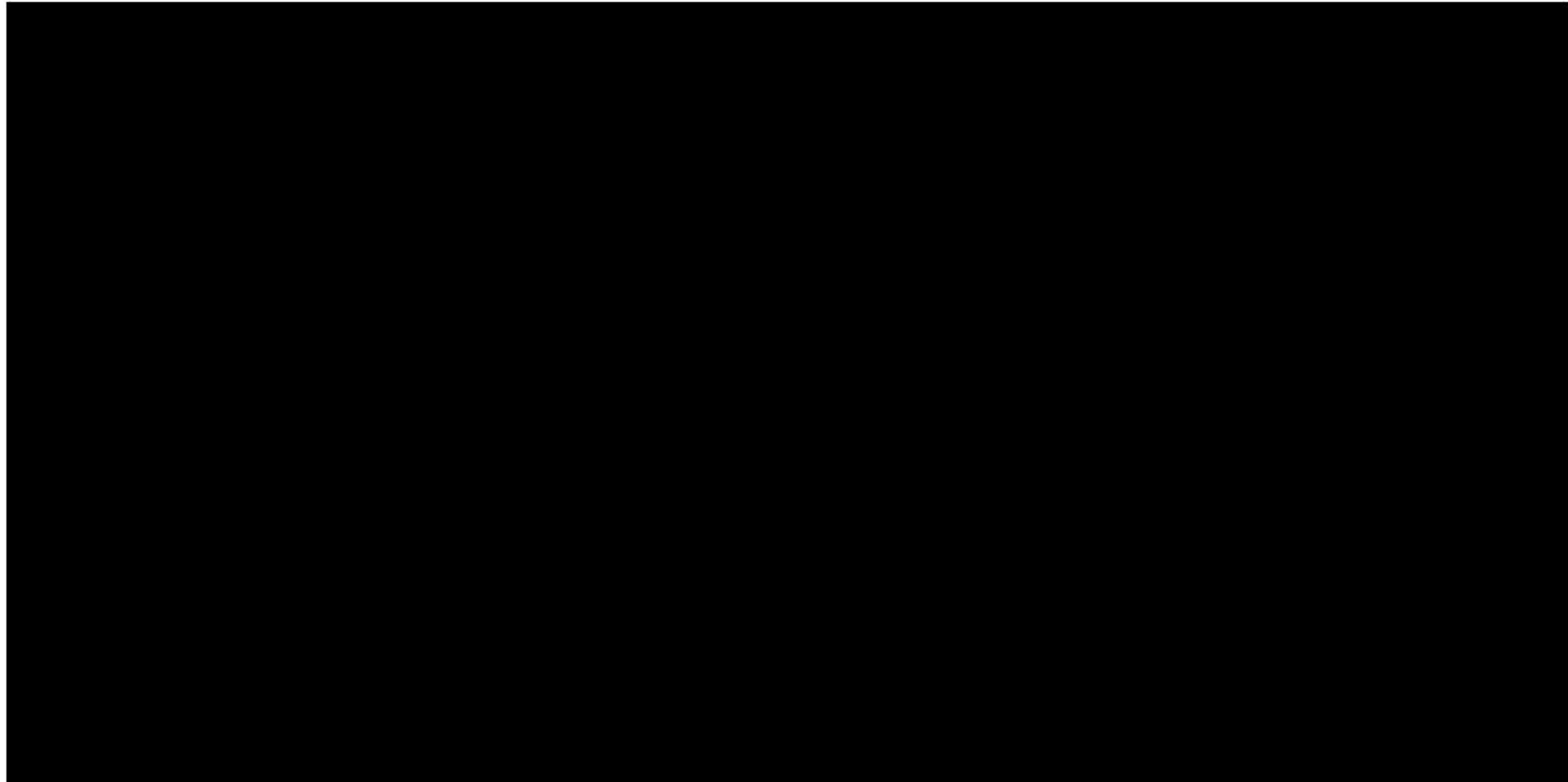
The identification process and the actors involved at a glance (continued)



Consent to the use of TrustPid (continued)



Consent to the use of TrustPid (continued)



Review of the implementation on participating websites

Process to ensure the obtaining of effective consents



Supporting slides



