

Rethink, Redesign & Revive Geo-Targeting

A Privacy by Design Approach

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geo-targeting */ge·o tar·get·ing/*

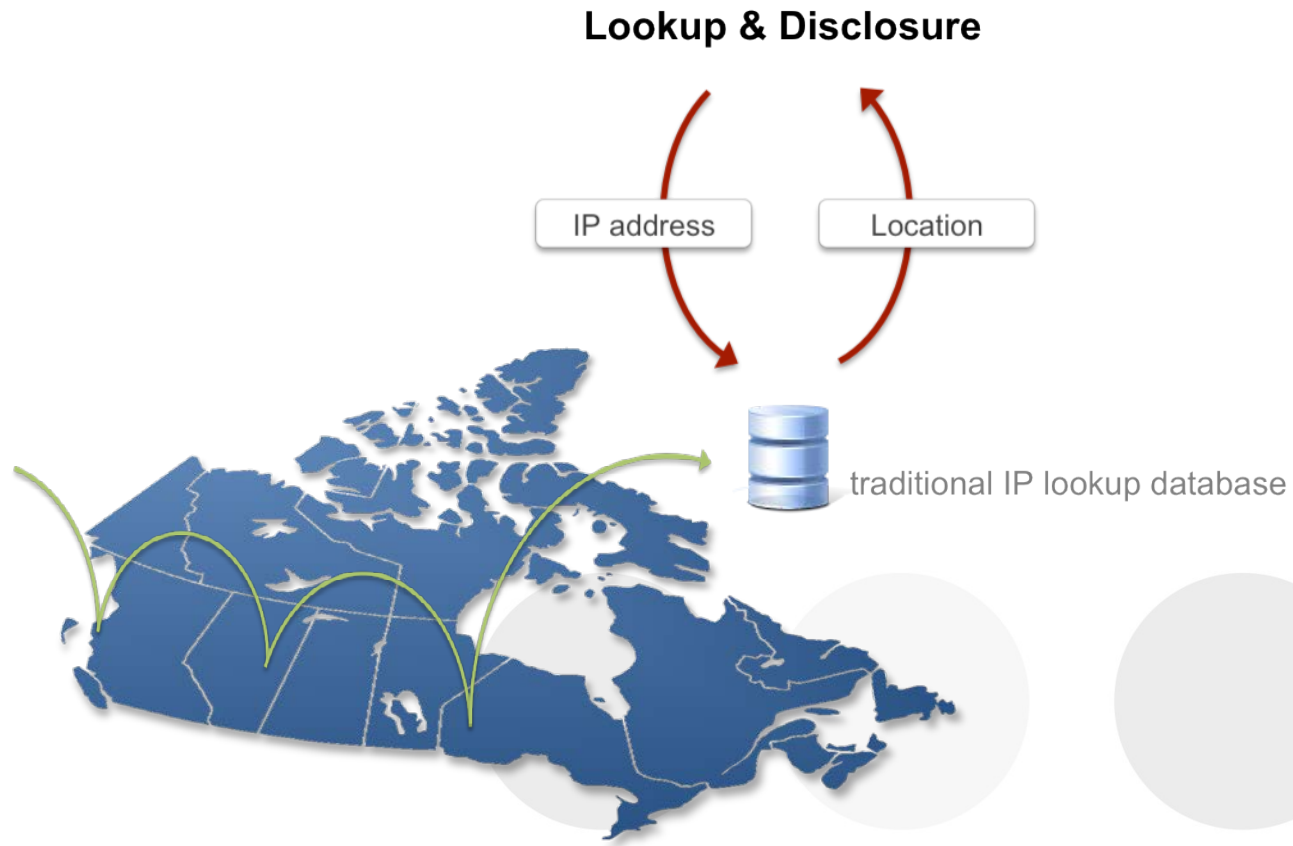
to deliver content based on the physical location of an IP address

contextual targeting

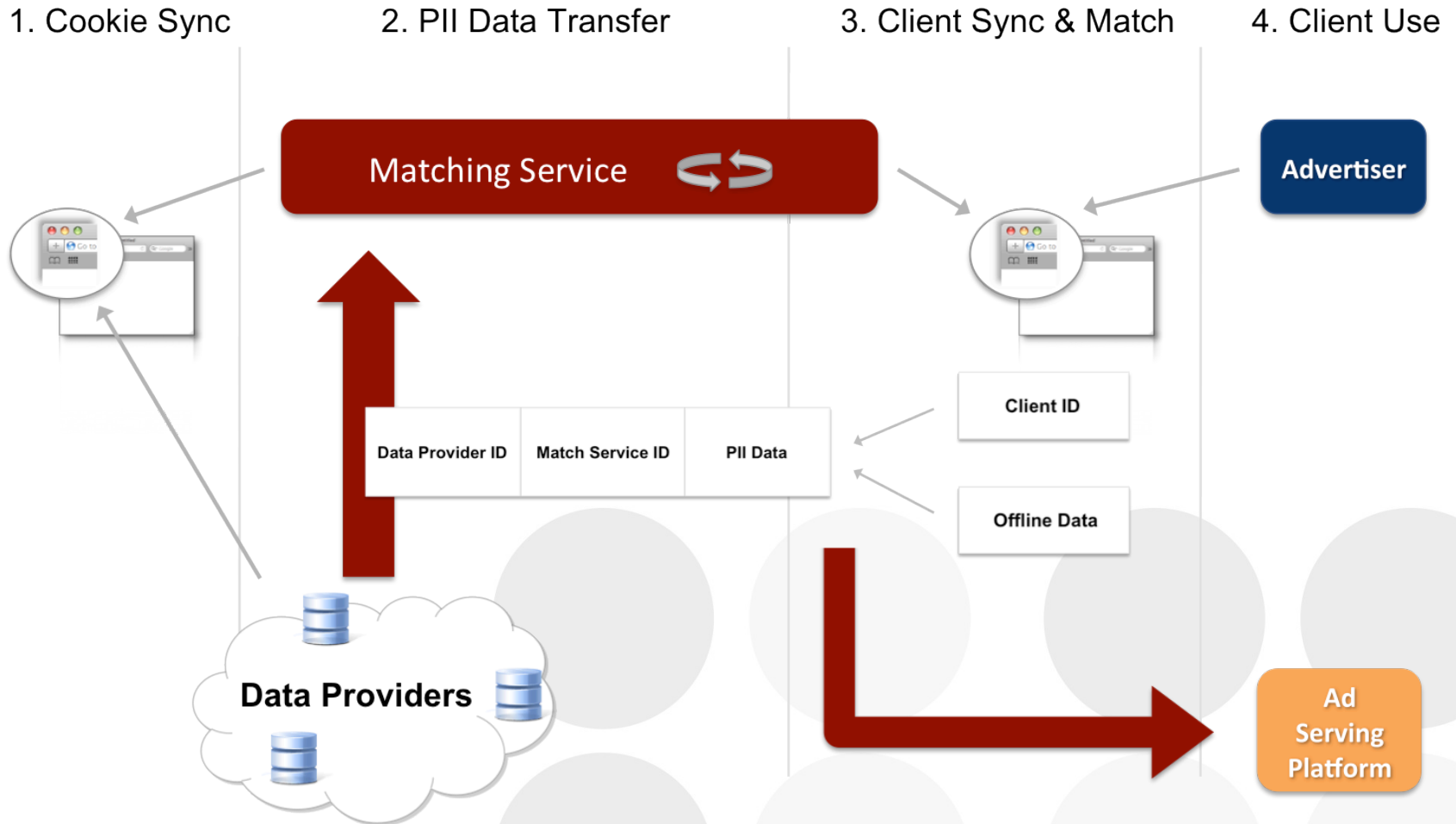
behavioral targeting



common industry practices.



common industry practices.

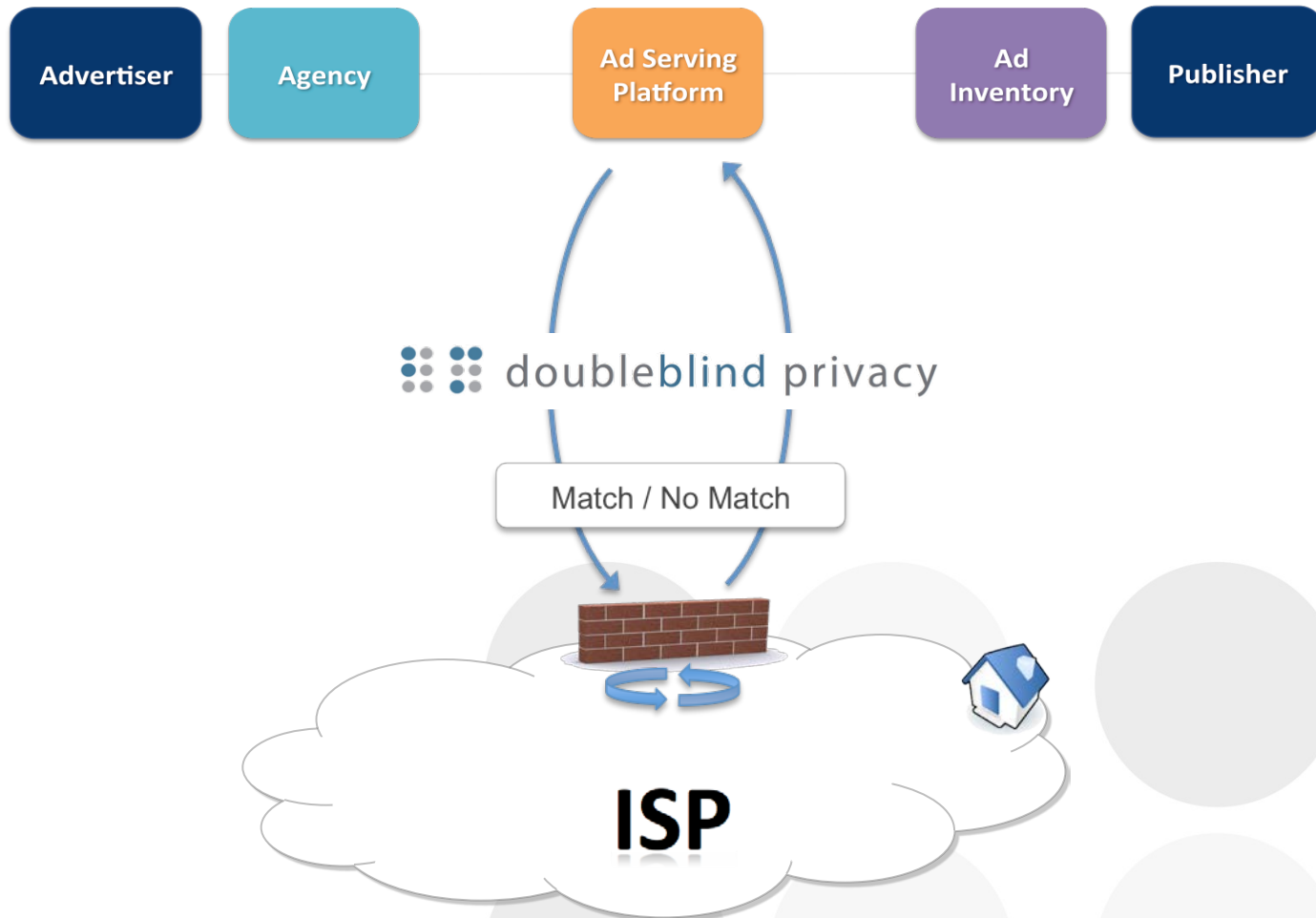


rethink, redesign & revive.

How to redesign IP geo-targeting?

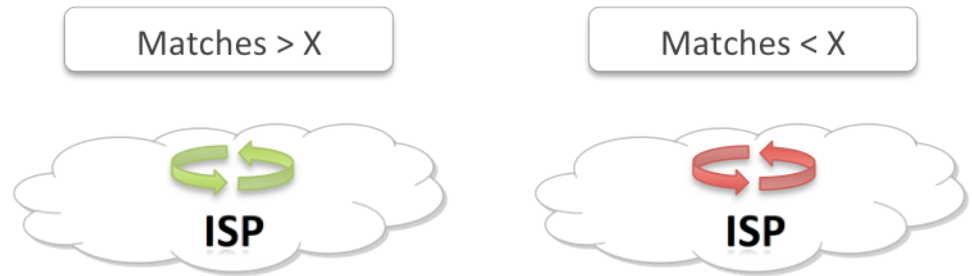
- ✓ No collection or tracking
- ✓ No disclosure
- ✓ Maintain existing ad serving model
- ✓ Ensure aggregate information
- ✓ Persistent opt-out

doubleblind privacy.

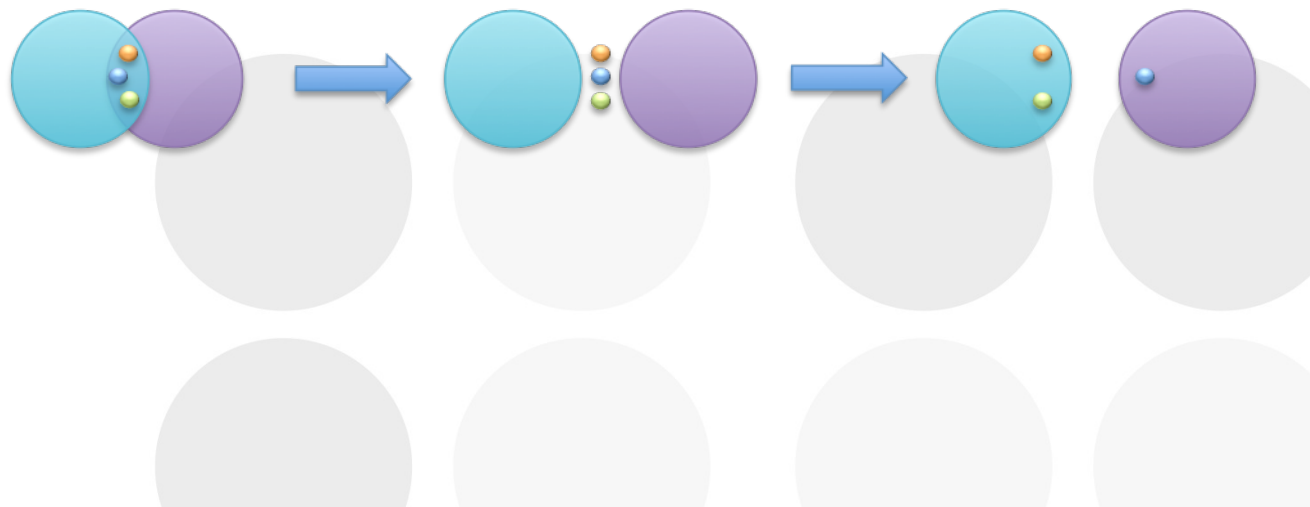


aggregate technology.

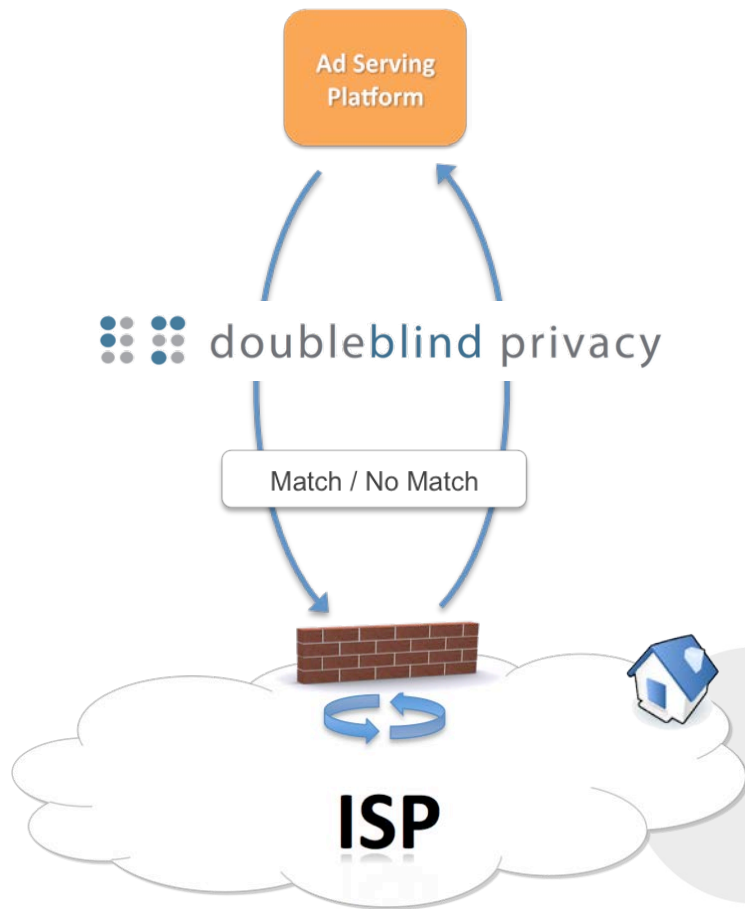
Minimum Match Threshold



Anti Inference



privacy as the default.



Existing Ad Server.

Aggregate Information.

No Disclosure.

No Tracking.

No Collection.

Persistent Opt-out.

doubleblind privacy.

a Zero Disclosure Policy

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