

News Release

D.A.C Consortium Inc.

**DAC partners with Sourcepoint to
improve transparency of *Sei-katsu-sha* data
used by advertisers and media companies**

Tokyo, April 19, 2019 --- D.A.C Consortium Inc. (DAC) announced today that it will partner with Sourcepoint, a company with operations in the United States and Europe, to begin providing Sourcepoint’s Consent Management Platform (CMP) to advertisers and media companies in Japan. This partnership will help improve transparency of data about *sei-katsu-sha* (our term for consumers that encompasses all aspects of their lives) used by advertisers and media companies while dispelling anxieties about privacy.



■ **What is the Consent Management Platform (CMP) ?**

CMP is a tool that provides information about data usage in a banner, pop-up or other format on a website or app. Data about *sei-katsu-sha* who have given consent can be used to deliver ads and improve websites.

On sites/apps with CMP, *sei-katsu-sha* can see which businesses are collecting their data and for what purpose, as well as stop these businesses from collecting further data. With CMP, advertisers and media companies can improve the transparency of data about *sei-katsu-sha*.

▼CMP consent form dialog box



■ **About Sourcepoint’s CMP**

- **Used globally by numerous companies**

Sourcepoint’s CMP is used by the top 25 media companies in the U.K., Germany, France, and the U.S., and has a very high market share.

- **Fully compliant with IAB's GDPR framework**

Sourcepoint is fully compliant with the GDPR Transparency and Consent Framework (*2) as defined by IAB Tech Lab (*1) of the U.S. and hence can obtain and process data of sei-katsu-sha who have access from the European Economic Area in compliance with GDPR.



- **Superior functions**

Key features and benefits of Sourcepoint's CMP include:

- (1) Easy editing of data collection vendor lists
- (2) Simple creation of a consent acquisition dialog box that matches the website's design
- (3) Distribution setting of the consent acquisition dialog box according to the attributes (country, consent/non consent, etc.) of the accessing sei-katsu-sha
- (4) Message optimization of the consent acquisition dialog box according to the A/B test
- (5) Creation and customization of a "Privacy Manager" where sei-katsu-sha can select according to usage purpose and collection vendors

With this collaboration, DAC will work to expand CMP in Japan and support advertisers and media companies in their efforts to improve the transparency and the protection of privacy of sei-katsu-sha data.

(*1) IAB Tech Lab was established by Interactive Advertising Bureau (IAB), an interactive advertising industry trade organization in the United States. As an international research and development consortium, it promotes the establishment and implementation of global technology standards in digital media and the digital advertising industry. Comprised of advertiser companies, advertising agencies, media companies, technology vendors and other global companies representing the digital marketing field, IAB Tech Lab seeks to resolve digital advertising and digital marketing issues and promote technological transformation of the industry through discussion and debate of common challenges and the sharing of knowledge.

(*2) IAB Tech Lab 「GDPR Transparency and Consent Framework」 :
<https://iabtechlab.com/standards/gdpr-transparency-and-consent-framework/>.

#####

<About Sourcepoint> <https://www.sourcepoint.com/>

Representative : Ben Barokas, CEO
Head Office : New York
Established : 2015
Business : Support for acquiring data consent through CMP, ad-block detection, paywall systems, monetization support of alternate ad delivery systems, etc.

<Corporate Information>

■ **D.A.C Consortium Inc.** <https://www.dac.co.jp/english/>

D.A.C Consortium Inc. (DAC) is a leader in the online advertising industry. Established in 1996



during the early days of online advertising, DAC has played a key role in the market's formation and development. As a media representative, DAC provides comprehensive support to publishers, ad agencies and other partner companies by purchasing and selling ad space, planning and reporting. It also manages ads through one of Japan's largest trading desks, develops high-tech solutions and offers a wide range of advertising-related digital marketing services. Under the brand slogan, "**Empowering the digital future**," DAC strives to enliven the digital future of the world we live in, making it more dynamic while expanding its potential.

Representative : Masaya Shimada, President & CEO
Head Office : Yebisu Garden Place Tower, 4-20-3, Ebisu, Shibuya-ku, Tokyo
Established : December 1996
Business : Online media transaction related business, Solution business,
Ad Operations Business

For inquiries regarding this News Release

D.A.C Consortium Inc.

Corporate Strategy Group Public Relations / E-mail : ir_inf@dac.co.jp

Empowering the digital future