

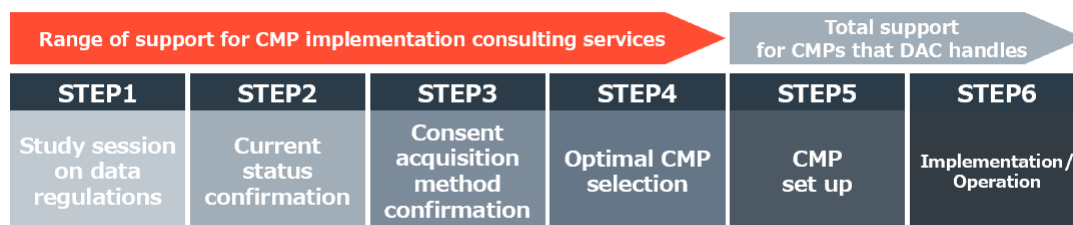
News Release

D.A.Consortium Inc.

DAC begins CMP consulting services

~to support marketing initiatives that comply with the latest data regulations~

Tokyo, July 15, 2021 – D.A.Consortium Inc. (DAC) is pleased to announce that it has begun a consulting service for companies considering implementing a CMP (Consent Management Platform). CMPs enable companies to conduct marketing activities that appropriately manage increasingly restrictive regulations related to personal information. DAC can support companies by inputting information, confirming installation environment and data linkage settings, and proposing the most appropriate CMP. DAC can also provide comprehensive support for the CMPs that it is commissioned to handle.



Worldwide, several privacy protection laws have been enacted, such as the GDPR (EU's General Data Protection Regulation) and the CCPA (California Consumer Privacy Act). In addition, many technical regulations to control non-transparent tracking by third parties are being put in place. In Japan, the guideline proposals for the Amended Act on the Protection of Personal Information Protection (to be put into effect April 1, 2022) were announced on May 19, 2021. With this trend, companies must take greater consideration of the privacy of *sei-katsu-sha* (a term Hakuhodo uses to denote people with lives, aspirations and dreams, not simply "consumers") in data management and handle *sei-katsu-sha* personal and related information with an understanding of the laws of the countries and regions they serve.

There is an increasing need for CMPs as a platform to appropriately acquire and utilize consented data. With a CMP, companies can display messages to their website visitors requesting consent to use data. In addition, companies can ask website visitors to accept or decline the sharing of data with vendors they collaborate with according to purpose.

However, there are several hurdles that companies wishing to implement a CMP must first overcome. They need to have a proper grasp of what types of information their services gather. They must also understand how this information is utilized. They must appropriately display and acquire consent that reflects the latest regulations. Furthermore, after implementing a CMP, they must build a proper system to manage it.

Many websites now display cookie banners with links to pages outlining terms of use and privacy policies along with cookie policy notifications. To fulfill Japanese or overseas legal requirements, to enhance the transparency of *sei-katsu-sha* data, and to protect privacy, more and more companies will need to reevaluate their consent management process.

To respond to this growing need, DAC has decided to provide comprehensive CMP consulting services that encompass all aspects of CMP, from determining how much data has been gathered and how it is being used, to designing, installing, and managing the CMP.

■ **Service description**

For companies wishing to implement a CMP, DAC will not only input data but also confirm installation environment and data linkage settings and propose the most appropriate CMP. Furthermore, DAC can also provide total support for the CMPs that it is commissioned to handle. In relation to this service, DAC is receiving advice from its general counsel, Yoichiro Itakura of Hikari Sogoh Law Offices.

※Prices fluctuate depending on the number of necessary steps and the time required to provide support (from ¥300,000 per project, estimate required). This service does not offer legal interpretations.

■ **Flow**

STEP 1: Study session on data regulations

We will provide input on the latest trends related to data regulations and how corporations must respond.

STEP 2: Current status confirmation

We will confirm the installation environment, linkage methods and other details.

STEP 3: Consent acquisition method confirmation

We will confirm how the company website is linked with each vendor and determine how data is delivered. In addition, we will consider various consent acquisition methods.

STEP 4: Optimal CMP selection

We will propose the optimal CMP based on our analysis of the current status.

STEP 5: CMP set up

We will prepare to set up the CMP by organizing data by purpose of use, planning an AB test, designing a dialog and other tasks.

STEP 6: Implementation/Operation

We will implement the CMP and conduct troubleshooting, dialog design changes, reporting, etc.

※STEP 5 and STEP 6 are only available for CMPs that DAC is commissioned to handle.

With Internet privacy protection becoming an increasingly important issue, DAC will work to support greater transparency and privacy protection measures of sei-katsu-sha data handled by companies (advertisers, media companies, etc.).

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<Corporate Information>

■ **D.A.C Consortium Inc.**

<https://www.dac.co.jp/english/>

Since its establishment in 1996 during the early days of online advertising, DAC is leading the industry in market formation and growth as it steadily expands its operations with the digital transformation of information and lifestyles.

Currently, DAC operates advertising and marketing businesses centered on digital technology both in Japan and overseas. The company provides comprehensive support, from consulting and planning to ad space purchasing, selling, management and results analysis. With a firm understanding of the characteristics of different media, DAC also produces creative, develops and provides solutions that bridge its wealth of data with advanced technologies, and supports global promotional initiatives.

With the mission, “**Empowering the digital future,**” DAC will continue to be at the forefront in creating new forms of advertising and marketing and providing new value to society.



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Established : December 1996
Business : Online media transaction related business, Solution business,
Ad Operations Business

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Empowering the digital future

デジタルの未来に、もっと力を。