

News Release

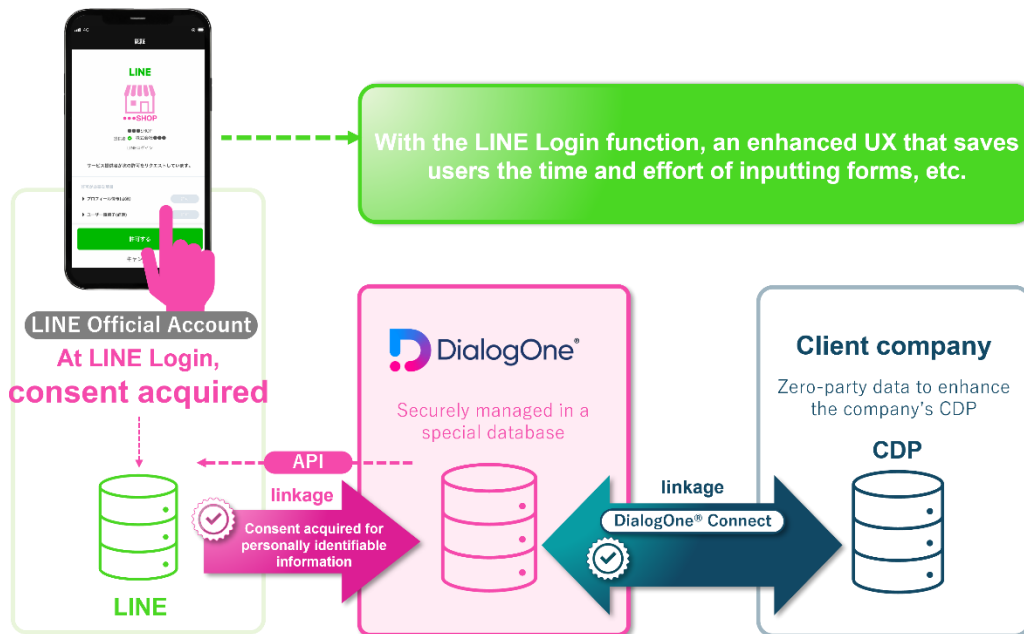
D.A.Consortium Inc.

DAC to enhance CDPs with zero-party data

~A new DialogOne® Connect function enables automatic linkage with LINE user consented data~

Tokyo, March 30, 2022 – D.A.Consortium Inc. (DAC) is pleased to announce a new DialogOne® Connect(*2) function. DialogOne® Connect is a service that automatically links DAC’s DialogOne®(*1) with a client company’s CDP (customer data platform). With this new function, DialogOne® Connect can now also utilize LINE Login functions to automatically link LINE user consented data with the client company’s database.

This new function enables companies with LINE Official Account to obtain zero-party data(*3) from LINE users who explicitly give consent for use in marketing and to expand their company CDP(*4). For LINE users, this saves time to sign up for campaigns or other promotions. By enhancing user experience (UX) and reinforcing the linkage between LINE and a client company’s CDP, DAC is striving to contribute to the optimization of data-driven, one-to-one communication.



With the recent increase in information security and privacy protection concerns, companies are being asked to obtain appropriate user consent regarding how they acquire and use data. In addition, platformers are putting into place technical barriers on browsers and devices, making cookie-reliant data accumulation and measurement increasingly difficult.

On the other hand, many companies are implementing first-party data CDPs and using cookie-issued IDs as user keys. However, because cookies can only be linked to a limited number of marketing tools, there are cases where they cannot be effectively

used for marketing activities. To create a sustainable data environment and conduct effective marketing activities, it is becoming increasingly important to build a CDP environment where appropriate consent is obtained from users and user keys are not dependent on cookie-issued IDs.

	AS-IS Current CDP environment	TO-BE Future CDP environment
Sustainability	Difficult to accumulate personally identifiable data and not compatible with a post-cookie era	Personally identifiable information can be accumulated and is compatible with a post-cookie era
Versatility	IDs must be integrated and cookies issued for each system	A common ID that can be used across different platforms
Privacy	Difficult to manage consent status and insufficient consideration to privacy issues	Clear consent obtained at time of site visit or login

DialogOne[®], developed and provided by DAC, is a messaging management solution compatible with the communication platform LINE. Companies that have installed DialogOne[®] Connect can automatically incorporate action data of LINE users who have provided consent into their own company's CDP to help optimize communication with users and enhance user experience.

For companies that have yet to create their own CDP, DAC can also support the building and operation of a CDP environment in collaboration with D.table, which specializes in services utilizing Google[™] technologies, and TreasureData, which specializes in developing CDPs(*5).

In addition, to help companies obtain appropriate consent from users to utilize their data, DAC can also design consent acquisition methods and revise privacy policies through its Data Privacy Measures Support Service. This requires broad knowledge of relevant laws and regulations, such as the Act on the Protection of Personal Information, as well as technical regulations, such as post-cookie measures, which is difficult for companies to secure internally.

DAC's CDP Support Service and Data Privacy Measures Support Service

Support to build and use a CDP	Data privacy consulting
Defining requirements, comprehensive support from construction and operation to maintenance	Identifying and prioritizing options regarding data privacy
Supporting marketing activities that use a CDP	Revising privacy policies
Training to make the system in-house	Selecting and implementing a CMP (consent management platform tool)

DAC will continue to improve its DialogOne[®] service to provide the optimal solution that promotes our client companies' marketing activities.

(*1) DialogOne[®] is a LINE-compatible messaging management solution that bridges advertiser company customer information with social account information to enable high-precision message delivery over social accounts that are tailored to each user for one-to-one communication.
<https://solutions.dac.co.jp/dialogone> (Japanese)

(*2) News release of September 28, 2021: DAC's DialogOne[®] now automatically linked with corporate CDPs https://www.dac.co.jp/english/index.php/press/2021/20210928_dialogoneconnect

- (*3) For this service, zero-party data indicates user-consented and previously-acquired personal information, such as email addresses and other information that can be associated with an individual.
- (*4) Data of users who have opted out is not included.
- (*5) News release of March 20, 2020: DAC and Yoshidumi Holdings establish a new company
~to provide consulting services specializing in Google™ technologies~
https://www.dac.co.jp/english/press/2020/20200330_dtable
News release of June 17, 2021: DAC partners with Treasure Data to support CDP implementation and the use of marketing solutions
https://www.dac.co.jp/english/press/2021/20210617_treasuredata
News release of July 15, 2021 : DAC begins CMP consulting services
~to support marketing initiatives that comply with the latest data regulations~
https://www.dac.co.jp/english/index.php/press/2021/20210715_cmp

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<Corporate Information>

■ **D.A.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.

Representative : Masaya Shimada, President, CEO& CCO (Chief Compliance Officer)
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.Consortium Inc.

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