

News Release

D.A. Consortium Inc.

DAC works with IIJ to offer OneTrust, a CMP tool

Tokyo, June 23, 2022 --- D.A. Consortium Inc. (DAC) is pleased to announce it will work with Internet Initiative Japan, Inc. (IIJ) to begin offering OneTrust, a CMP tool. This will enhance DAC's ability to help companies implement CMP tools, which serve to dispel *sei-katsu-sha** privacy concerns and increase transparency of how advertisers and media companies use data.

*Sei-katsu-sha: a term Hakuhodo uses to denote people with lives, aspirations and dreams, not simply "consumers"



OneTrust

■ Consent Management Platform (CMP)

CMP is a tool that displays information about how data is used in a pop-up format on a website or application banner. It then utilizes only user-consented data for ad deliveries, site improvements and other purposes. For websites and applications with a CMP, users can instantly determine which business operators are gathering their data and for what purposes, and if desired, stop the data gathering. In this manner, CMPs enable advertisers and media companies to secure *sei-katsu-sha* data transparency.

With recent revisions in personal information protection laws, there are an increasing number of cases where companies that use *sei-katsu-sha* data must either obtain consent or enhance transparency even when consent is not required. To respond to such changes in the environment, companies involved in digital marketing are seeing an increasing need for CMPs.

■ OneTrust

OneTrust, offered by the US-company of the same name, is a platform that manages user consent related to data gathering and usage. It has the following features:

•Wealth of functions

1. Automatic cookie classification function:

For websites that plan to implement a CMP, OneTrust can automatically identify cookies that determine what types of data are being sent and received. In addition, OneTrust has a database that enables it to discover and classify cookies.

2. Automatic block list:

OneTrust automatically rewrites tabs used to gather data to prevent companies from obtaining *sei-katsu-sha* data before giving user consent.

3. Cookie banner customization function:

The cookie banner that is displayed in a pop-up format to obtain user consent can be customized in terms of color and style to match the client company's brand image.

•Widely used

OneTrust is a global tool widely used by numerous companies both in Japan and abroad. It complies not only with Japanese laws and regulations but also GDPR and other overseas laws and regulations.

•Low implementation cost

OneTrust can be implemented at low cost^{*1} as a cookie banner to comply with revised laws and as a reputation risk countermeasure. For companies that struggle to implement CMP tools because of cost issues as well as companies that wish to try CMP tools on a trial basis, OneTrust offers an easy solution.

DAC provides data regulation consulting services using CMP tools like OneTrust to help companies manage privacy measures, install CMP tools, and receive other forms of comprehensive support. DAC will continue to promote the popularization of CMP in the Japanese market to help advertisers and media companies enhance sei-katsu-sha data transparency and privacy protection measures.

● Comment from Shimpei Ogawa, head of Business Risk Consulting, IJJ
I heartily welcome DAC as a OneTrust partner as they begin sales of our CMP. With the increased digitalization and use of personal data, consumers are looking more closely than ever before at how companies think about and respond to privacy protection. It is no longer enough to just comply with laws and regulations. Companies must make it part of their mission to ensure a high level of information disclosure transparency to build their brand and maintain the trust of society. IJJ's mission is to provide a safe and secure internet infrastructure and as part of this, we are actively pursuing measures that respond to privacy protection laws. This has won us the support of numerous customers. Utilizing this know-how, we look forward to working with DAC to elevate the level of privacy protection for Japanese companies.

(*1) Services are available for a fee starting ¥4,800/month

(*2) Details about data regulation consulting services:

<https://solutions.dac.co.jp/resource/cmp-consulting> (Japanese)

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<OneTrust LLC>

For details, please see [OneTrust.com](https://www.onetrust.com).

<Corporate Information>

■ **D.A.Consortium Inc.**

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

Established in 1996 during the early days of online advertising, DAC has led the formation and growth of the digital marketing industry by steadily expanding its operations with the increased digitalization of information and lifestyles.



Utilizing a wealth of knowledge and experience in digital advertising, advanced technological development skills, and strong relationships media companies, platformers and other technology partners, DAC provides global and comprehensive digital marketing services, such as supporting company data utilization, designing promotional initiatives, and developing and constructing marketing systems.

Guided by the mission, "**Empowering the digital future**," DAC will continue to be a leader in creating new forms of digital ads and marketing that provide 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。