

News Release

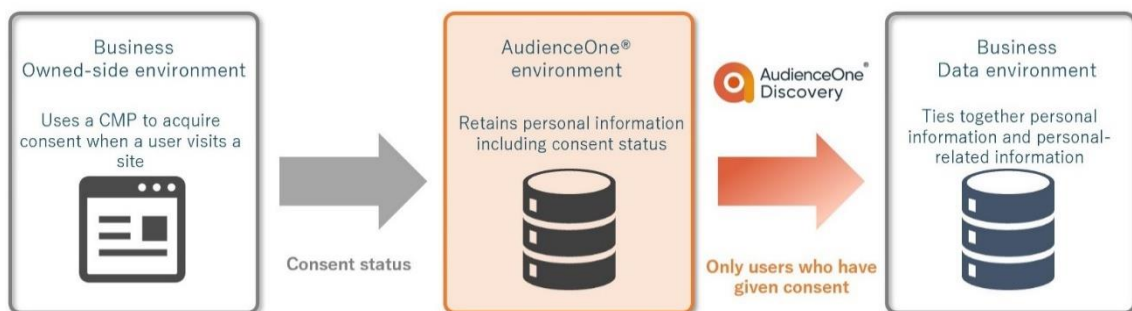
D.A. Consortium Inc.

DAC introduces an external data utilization service with privacy protection measures

~Links CMPs with AudienceOne Discovery® for comprehensive support, from acquiring consent to utilizing data~

Tokyo, November 8, 2022 --- D.A. Consortium Inc. (DAC) is pleased to announce the development of a CMP (Consent Management Platform) linking service for AudienceOne Discovery®(*1), which provides external data owned by our DMP AudienceOne®(*2). As a first step, AudienceOne Discovery® will link with CMP tool, OneTrust(*3). Plans are underway to link with other CMPs in the future.

This service automatically links user consent status acquired by a CMP with AudienceOne®, thereby enabling companies to utilize user-consented data, even for external data owned by other parties. By removing legal and technical barriers and addressing privacy concerns, this service makes it easier to utilize external data and reduces the burden of managing user data consent.



Given recent trends in privacy protection, companies are paying closer attention to how they handle and utilize the data they own. In addition, they are realizing the increasing importance of external data to understand their customers when creating marketing strategies. However, with the April 2022 revision of the Act on the Protection of Personal Information, companies are now required to obtain explicit user consent to utilize external data when using DMP services. This has increased the burden companies must bear when utilizing external data, such as implementing a CMP as one means to obtain user consent and then developing ways to link with DMPs.

In response to this, DAC has decided to introduce an external data utilization service that links CMPs with AudienceOne® and as a first step, will begin providing a service that links with the CMP tool, OneTrust.

■ Service features

The new service contributes to more effective digital marketing by eliminating the legal and technical barriers that arise when companies try to use a variety of external data.

● **Comprehensive support, from CMP design and implementation to external data linkage based on DMP consent status**

- Allows easy access to a wealth of diverse data owned by AudienceOne®
- **Automatic linkage between user consent status acquired by CMP and AudienceOne®**
(simultaneous classification of data linkage according to consent status)
- Requires no additional development after CMP implementation
- Reduces the burden of managing user data consent
- Prevents unwanted user data linkages and fulfills legal requirements when using AudienceOne Discovery®

DAC provides data regulation consulting services for OneTrust or other CMP tools and total support from privacy compliance to CMP tool implementation. DAC will continue to strive to provide optimal solutions for client companies' marketing activities by promoting the linkage of AudienceOne® with other CMPs and actively expanding services that take into consideration the privacy of *sei-katsu-sha* (a term Hakuho uses to denote people with lives, aspirations and dreams, not simply "consumers").

- (*1) About AudienceOne Discovery® : <https://solutions.dac.co.jp/audienceone> (Japanese)
- (*2) AudienceOne® is one of Japan's largest data management platforms (DMP) with over 100 million mobile ad IDs and a huge volume of data, which is analyzed to generate and provide high-precision third-party data. It links, integrates, analyzes and visualizes web activity data, CRM, ad delivery results, panel research results, and a variety of other data. With a wealth of linked channels, AudienceOne® offers a wide range of measurements, from new customer acquisition to LTV improvements among existing customers, for a high-precision marketing environment.
<https://solutions.dac.co.jp/audienceone> (Japanese)
- (*3) News release of June 23, 2022 : DAC works with IJ to offer OneTrust, a CMP tool
https://www.dac.co.jp/english/press/2022/20220623_onetrust

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<OneTrust>

Provided by the US company OneTrust LLC (OneTrust), OneTrust is a CMP tool platform that monitors and manages user consent status for data collection and utilization. DAC provides this service in collaboration with Internet Initiative Japan Inc. (IJ). Please visit [OneTrust.com](https://www.onetrust.com) for more information about OneTrust.

<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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Empowering the digital future

デジタルの未来に、もっと力を。