

## News Release

D.A.Consortium Inc.

# DAC wins the IIJ Partner of the Year 2022 Business Innovation Award

**Tokyo, February 22, 2023** --- D.A.Consortium Inc. (DAC) is pleased to announce that it has received the IIJ Partner of the Year Business Innovation Award from Internet Initiative Japan Inc.(IIJ).



IIJ Partner of the Year 2022 is an award given to partner companies in recognition of outstanding achievements in 2022 and the strong trust they have earned from their customers. These companies are selected from among partner companies that have a high level of knowledge regarding IIJ services and the ability to develop solutions that effectively serve corporate IT environments.

DAC is actively working to expand 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”). We offer total support, including privacy compliance consulting and consent management platform (CMP) implementation. In 2022, we began collaborating with IIJ(\*1) to develop privacy policy checking and other services and are continuing to work together to enhance privacy-related initiatives(\*2).

The Business Innovation Award is given to partners who utilize IIJ’s services to create advanced solutions that fulfill customer demands and help expand their businesses. DAC was given this award in recognition for its efforts to actively promote data utilization that complies with privacy protection regulations, in collaboration with IIJ to link the CMP tool OneTrust(\*3) with AudienceOne®, one of the largest DMPs in Japan that we developed and provide(\*4).



### ■ IIJ’s press release

#### IIJ Partner of the Year 2022 partner recipients

<https://www.ij.ad.jp/news/pressrelease/2023/0222.html> (Japanese language)

DAC will continue to collaborate with IJ to support privacy protection measures that support our customers' digital marketing activities.

- (\*1) 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](https://www.dac.co.jp/english/press/2022/20220623_onetrust)
- (\*2) DAC's data regulation consulting services:  
<https://solutions.dac.co.jp/resource/cmp-consulting> (Japanese)
- (\*3) About OneTrust, a cookie banner solution: <https://solutions.dac.co.jp/cmp/onetrust> (Japanese)
- (\*4) News release of November 8,2022:  
DAC introduces an external data utilization service with privacy protection measures  
[https://www.dac.co.jp/english/press/2022/20221108\\_discovery\\_cmp](https://www.dac.co.jp/english/press/2022/20221108_discovery_cmp)

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■ **Internet Initiative Japan Inc.** <https://www.ij.ad.jp/en/>

Founded in 1992, IJ is one of Japan's leading Internet-access and comprehensive network solutions providers. IJ and its group companies provide total network solutions that mainly cater to high-end corporate customers. IJ's services include high-quality Internet connectivity services, systems integration, cloud computing services, security services and mobile services. Moreover, IJ has built one of the largest Internet backbone networks in Japan that is connected to the United States, the United Kingdom and Asia. IJ was listed on the Prime Market of the Tokyo Stock Exchange in 2022.

<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.

Representative : Yuzo Tanaka,  
President, Executive Officer, CEO & CCO (Chief Compliance Officer)  
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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。