Problem statement 2: Adapting to a cookieless world

Overview

In an evolving digital landscape, marked by the phasing out of third-party cookies and privacy regulations like GDPR, CCPA, and TTDSG, businesses face a critical challenge. They must adapt their advertising and customer data strategies to ensure user privacy while delivering personalized experiences and maintaining revenue growth.

Data Protection Laws and Considerations

In the evolving landscape of data privacy and protection, it's crucial to be aware of various global laws that govern the use of personal information. Here's a simplified overview of key data protection regulations:

- **General Data Protection Regulation (GDPR)**

  - Region: European Union (EU) and European Economic Area (EEA)

  - GDPR is a significant EU regulation that safeguards individuals' data privacy. It's enshrined in Article 8 of the EU Charter of Fundamental Rights.

- **California Consumer Privacy Act (CCPA) & California Privacy Rights Act (CPRA)**

  - Region: California, USA

  - CCPA empowers Californian consumers by granting them the right to access their personal data held by companies. It also requires businesses to disclose third-party data sharing.

- **Telecommunications-Telemedia Data Protection Act (TTDSG)**

  - Region: Germany

  - TTDSG aims to harmonize data protection rules for telecommunications and telemedia services. It clarifies distinctions between sector-specific rules and the GDPR.

These regulations are designed to protect individuals' data privacy rights, ensuring that their personal information is handled responsibly and transparently. When crafting solutions that involve data collection or processing, it's crucial to consider the implications of these laws to stay respectful of user privacy.

Task

Come up with and build innovative solutions that empower businesses to navigate this cookieless world successfully.

Key points

- **Data collection:** Develop innovative approaches to collect, manage, and store all forms of customer data, be it first-party, shared by partners, or third-party.

- **Identity resolution:** Design flexible methods for matching and resolving user identities across diverse data sources, enriching customer profiles, deduplicating records, and accessing addressable IDs.

- **Integrated Identity:** Implement solutions to seamlessly reconcile customer identities from multiple sources, increasing addressability and paving the way for post-cookie identity solutions.

- **Audience creation:** Utilize all available customer data to empower users to self-serve audiences, run lookalike models, extract insights through a user-friendly interface, and test various strategies.

- **Personalized plan:** Create systems that enable personalized customer experiences across all owned and paid channels, including walled gardens, demand-side platforms, and ad networks. This should encompass both real-time experiences and multi-step, cross-channel customer journeys from a unified platform.

Hackathon expectations

We are looking for innovative solutions that address the challenges of advertising in a world without traditional cookies.

- **Data collection:** Come up with creative ideas on how to gather user data or create unique identifiers to understand user journeys.

- **Compatibility:** Solution should work smoothly on both Chrome and Android. It's a plus if it's compatible with Firefox, iOS, and Safari.

- **Privacy and respect:** Ensure that the solution should respect user privacy and comply with data protection laws.

- **Direction to explore:** Think about innovative approaches like

    - CHIPS (Cookies Having Independent Partitioned State)

    - First-Party Sets, Storage Partitioning

- ○ Server-side Tracking

- ○ Log Analytics

- ○ Redirect Tracking, and other creative ideas.

You can combine these ideas to create a powerful tech solution.

The end goal is to find new and exciting ways to deliver personalized ads while respecting user privacy in a world where cookies are no longer the norm. Let your imagination run and propose solutions that redefine digital advertising!

Please note that key points and hackathon expectations are just guidelines. We encourage you to come up with out-of-the-box solutions which can be further translated into PoCs.

Resources

- [Headerbidding](#)

- [The Cookieless Future](#)

- [How to Prepare for the Cookieless Future?](#)

- [Personalised Experiences in a Cookie-less World](#)

Evaluation metrics

- Innovativeness of the solution

- Practicality and effectiveness

- Compatibility with multiple browsers and ecosystems

- Consideration of data protection regulations

- Overall presentation and user experience