



**Adtech Dictionary**  
for Lawyers,  
Privacy Practitioners and  
Marketing Professionals

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through partnership



## AdChoices

**AdChoices** is a self-regulatory program initiated by the **Digital Advertising Alliance** for online interest based advertisements used mostly in the US and Canada. The **AdChoices** logo (recognisable as a triangle with an ‘i’ in the middle) is used by participating companies on websites and, when clicked on, gives users information about how their information is used for relevant advertising and opt out options.

## Ad Exchange

A digital marketplace where **Advertisers** and **Publishers** are able to buy **Ad Inventory**. It is a real-time auction platform that does not favour the buyer or the seller, it merely acts as a platform to enable the trading of **Ad Inventory**.

## Ad Fraud

A type of complex scam where fraudsters trick **Advertisers** by pretending to represent online advertisement **Impressions**, clicks, **Conversion** or data events to generate revenue. The fraudsters create fake traffic, fake leads or ineffective advertisement placements, which the **Advertiser** unsuspectingly purchases. There are various different types of **Ad Fraud**. Some examples include: (i) **Pixel stuffing** – stuffing one or more illegitimate advertisements into a **Pixel** to simulate the display of multiple advertisements on a single page to take **CPM** credit for serving those **Impressions** even though users are not actually seeing the advertisements; (ii) **Domain Spoofing** – impersonating a valuable **Publisher** site and selling “counterfeit” **Ad Inventory** on **Ad Exchanges** to **Advertisers** who believe they **Traffic (NHT)** – as further described below, an umbrella term for many versions of generating illegitimate or ‘invalid’ traffic intended to generate revenue by simulating live, measurable advertisement traffic.

## Ad Inventory

The space for advertising available from the **Publisher** for sale to an **Advertiser**. Sometimes the term “media inventory” is used. The space will vary depending on where it appears – for example, on a mobile, website or TV etc., as well as on the type and the size.

## Ad Network

A company that connects **Advertisers** (who want to place advertisements) with **Publishers** (who wish to host the advertisements). **Publishers** have the ability to sell and aggregate **Ad Inventory** from numerous sources in a single buying opportunity. An **Ad Network** can also help to create targeting capabilities and contains features similar to that of an **Ad Exchange**.

## Addressability or Addressable Marketing

Refers to the ability to use media to target specific individuals, rather than large groups of anonymous third-parties.

## Advanced Data Protection Control (ADPC)

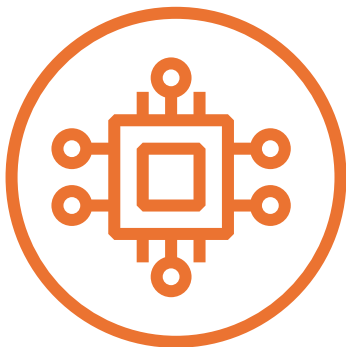
A joint project between the Sustainable Computing Lab at the Vienna University of Economics and Business and **NOYB** for a proposed automated specification for the communication of users' privacy decisions (particularly pursuant to **GDPR** and **PECR**), namely for users to give or refuse **Consent**, to withdraw **Consents** previously given, as well as to object to **Processing**. It provides an alternative to existing non-automated **CMPs** and functions using the exchange of http(s) headers or an equivalent JavaScript interface.

## Advertiser

The brand which is the subject of the advertising.

## Advertising Cookies

**Cookies** used to store or share information with third parties related to a user's browsing activity to create an advertising profile and place relevant advertising on the website or third party websites.



## Advertising Server

A technology and service that determines instantaneously what advertisements show up on a website and then serves those advertisements. **Advertising Servers** are used by **Publishers**, **Advertisers**, and **Ad Networks** to push their advertisements to desired **Ad Inventory** and measure the success and progress of different **Campaigns**.

## Analytic Cookies

**Cookies** used to analyse a user's journey on the website to evaluate and improve performance. For example, a Google Analytic cookie is commonly used by companies to track and report website traffic volumes. **Analytic Cookies** are still caught by the **PECR** and **GDPR** regimes but there is some debate as to whether all types of **Analytic Cookies** are as invasive and when precisely **Consent** is needed, especially where **First Party Analytic Cookies** are deployed.

## Application Program Interface (API)

An **API** essentially allows two applications to talk to each other. It connects website programs and software systems for the purpose of sharing data. Digital products and services are able to send and receive information through **API**. Examples would include a social media platform that has **APIs** to enable users to access the service on other devices or for value added services such as a single sign-on. **APIs** can be used for a variety of different things. Typically there will be standard terms that apply to the **API** and developer guidelines for coding and use around them.

Attribution  
Reporting

The purpose of such reporting is to explain and show the **Conversion** path of the user – i.e. how or where can that **Conversion** be attributed to – for example, what advertising **Campaign** made the user take the action? It may measure a user's actions on a website from the first time they enter to the time they become a customer.

Audience  
Overlap

A common issue marketers face when advertising on platforms that build native audiences or lookalikes. Essentially, Audience Overlap occurs where two separate ad campaigns end up directed at the same audience despite trying to target different audiences. Audience overlap leads to increased marketing costs.

[Audience]  
Suppression

The process of removing specific people or groups from an advertising campaign.

Behavioural  
Advertising

Advertising targeted to individuals based on observed behavior that has been tracked over time. Depending on applicable law, **Consent** and notice requirements related to the **Processing** of related data or the use of **Cookies** to access and store related data may vary.

Bot

A computer program that interacts with a website as if it was a real user. Another computer will see the **Bot** interaction as if it was from a user, unless that computer has been programmed to detect the **Bot**.

Brand Safety

A set of measures that work to protect the reputation of a brand from the negative or damaging effects of undesirable or inappropriate content when advertising online. These measures can include employing blocklists or allowlists, preventing ads from being displayed on websites in certain content categories (such as piracy, adult, hate speech, and known malware sites), or partnering with third-party verification vendors.

Business

The primary regulated entity under the **CCPA**, defined as an entity that collects California consumers' **Personal Information**, does business in California, and meets a relevant data collection or revenue threshold. The data collection threshold of 50,000 California residents or "consumers" set forth in the **CCPA** will double to 100,000 when the **CPRA** takes effect in 2023. **Businesses** are responsible for honoring consumer rights requests, disclosing how consumer **Personal Information** is collected, used, and shared, and contractually ensuring the compliance of **Service Providers**, **Contractors**, and other partners whom they provide with consumer data.



California  
Consumer  
Privacy Act  
2018 (CCPA)

A Californian state privacy statute responsible for enhancing privacy rights and consumer protection for Californian residents. It will only apply to companies if certain thresholds are met in terms of revenues and numbers of Californian users.

California  
Privacy Rights  
Act (CPRA)

A Californian state statute to protect the rights of Californian residents by tightening **Business** regulations on the use of **Personal Information**. The **CPRA** established the **CPPA** and also amends some provisions of the **CCPA**. The **CPRA** becomes fully effective on 1 January 2023, with enforcement of any breaches beginning from 1 July 2023. Enforcement will be able to look back as far as 1 January 2022.

California  
Privacy  
Protection  
Agency

A new agency, created by the **CPRA**, which has "full administrative power, authority, and jurisdiction to implement and enforce" the **CCPA**. The role was previously held by the California Attorney General.

Campaign

A group of advertisements across different mediums, all with the same shared message and desire to achieve the same overall outcome.

Campaign  
Optimization

Campaign Optimization encompasses actions by an organization to improve their performance across various digital marketing channels. Using key performance indicators like (i) return on ad spend; (ii) cost per click; and (iii) conversion rates, organizations ensure that they are getting the most out of the marketing efforts while increasing return on investment.

Clean  
Rooms

Secure environments built to allow parties to share and access insights from another party's data sets in a privacy enhanced way since raw data does not leave the clean room and only aggregated data is shared.

Click-Through  
Rate (CTR)

A metric that will often be seen in advertising agreements and may help determine success or payment criteria. The **CTR** measures the success of online advertisements by determining the percentage of people that actually click on the advertisement, for example, to arrive at the hyperlinked website. Note, a **CTR** does not go as far as a **Conversion Rate**.

Colorado  
Privacy Act

A Colorado state statute to protect the data privacy rights of Colorado residents by imposing obligations and restrictions on qualifying **Businesses'** collection, use, and sharing of **Personal Data** about Colorado residents. The **CPA** is very similar to the **VCDPA** in Virginia. Both laws employ terminology and principles that reflect the **GDPR** more than California's **CCPA** – for example, the terms **Personal Data**, **Controllers** and **Processors** are used. The statute takes effect in July 2023, half a year after the **VCDPA** and **CPRA**.

## Consent

The precise definition varies depending on the applicable law. Under the **GDPR**, consent must be freely given, specific, informed and unambiguous, and as easy to withdraw as it is to give. In the US, consent standards vary depending on the context of the data **Processing**, as well as the type and sensitivity of the data which is **Processed**. Under the recently enacted **CPRA** and similar comprehensive privacy statutes in Virginia and Colorado (**VCDPA** and **CPA**, respectively), all of which take effect in 2023, the definition of **Consent** will generally align with the **GDPR**'s freely given, specific, informed, and unambiguous standard.

## Content Optimisation System (COS)

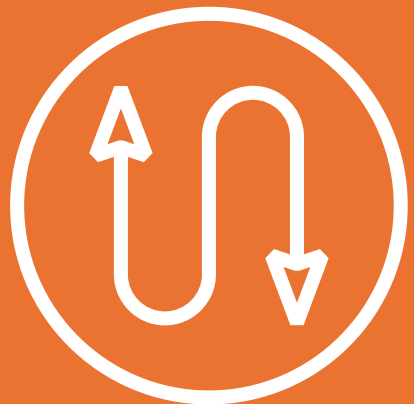
A software platform that acts as a content management system and provides users with a personalised website interaction experience.

## Conversion

A defined action showing the success of an advertisement. For example, signing up to a newsletter or making a purchase.

## Conversion Rate

Similar to a **CTR**, the **Conversion Rate** is another metric for looking at the success or **Conversion** of advertisements.



Cookie

A **Cookie** is a text file of data that is placed on a user's device when they are browsing a website. They may have various purposes (see, for example, **Analytic Cookie** or **Advertising Cookie**) but have in common that they identify individual behaviour. Even though **Cookies** will not generally directly identify an individual, the data is treated as **Personal Data** for the purposes of **GDPR** and is subject to **PECR**. Other laws may specify that **Cookies** are only subject to them if they collect **Personal Data**. Care is needed with the term "**Cookie**" since it can be used quite broadly to cover other similar technologies which aren't strictly **Cookies** – for example, **Pixels**.

Cookie or  
Consent  
Management  
Platform (CMP)

Most commonly **CMP** stands for a Consent Management Platform but sometimes more narrowly relating to a Cookie Management Platform. Essentially, it is a means to collect **Consents** for **Cookies** or similar technologies under **PECR** or **GDPR**, or other comprehensive privacy legislation. Typically, companies will licence a **CMP** and there are various vendors who provide these, although there is nothing to stop a company creating and operating its own **CMP**. **CMPs** come in different forms – for example, some may specifically be **IAB** and **TCF** compliant. They are most commonly seen on websites but can also be engaged for the collection and management of permissions in mobile apps and even in **CTV** environments.

Cost per  
Click (CPC)

Used to determine the price paid each time a user has clicked on the relevant advertisement.

Cost per Mille /  
Cost per  
Thousand (CPM)

The cost an **Advertiser** pays for one thousand views or **Impressions** of an advertisement.

Cross-Context Behavioural Advertising (CCBA)

A California-specific legal term referring to the targeting of advertising to a consumer based on the consumer's **Personal Information** obtained from the consumer's activity across **Businesses**, distinctly-branded websites, applications, or services, other than the **Business**, distinctly-branded website, application, or service with which the consumer intentionally interacts. See also **Targeted Advertising**.

Custom Audience

An advertising technique to target advertisements at a particular defined audience or audience segment. It generally involves an **Advertiser** providing certain data of its customers – for example, an email, postcode or IP address, to a third party which, via a matching process, then determines which of those customers are also users of the third party and should then be targeted with the advertisement. For example, an **Advertiser** may provide data to a social media platform so that the social media platform can serve a promotional advertisement in the feed of customers that the **Advertiser** knows will likely be interested to see it. Sometimes an independent third party entity may be used for the matching service.

Customer Data Platforms (CDPs)

A collection of software which help companies stitch together data from different sources to create a unified, persistent customer profile that provides data transparency and granularity at the known, individual level.

Dark Pattern

A user interface designed or manipulated with the intention of subverting or impairing user autonomy, decision making, or choice.

## Data Aggregation

The combination of sets of data for the purpose of statistically analysing data trends while protecting individual privacy by using groups of individuals with similar characteristics rather than isolating one individual at a time. According to the **IAPP**, effective **Data Aggregation** requires: (i) use of a large population of individuals; (ii) categories of data that create broad sets of individuals; and (iii) not including data that would be unique to a single individual in the data set.

## Data Analytics

The exercise of examining large raw data sets to unearth patterns and user preferences to draw a conclusion or insights. It may enable **Advertisers** to target their advertisements to the right user or to draw insights as to what techniques or **Campaigns** are the most successful.

## Data Broker

Legal definitions may vary, but a **Data Broker** is generally an entity that collects, aggregates and/or sells individuals' **Personal Data**, derivatives and inferences from disparate public or private sources, often without a direct relationship to the affected individuals. As of February 2022, two US states, Vermont and California, have enacted laws requiring qualifying **Data Brokers** to register with state regulators.

## Data Controller

A term under the **GDPR** and **UK GDPR** and other data protection legislation, including Virginia's **VCDPA** and Colorado's **CPA**, which means the natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the **Processing** of **Personal Data**.

Data  
Management  
Platform (DMP)

A data platform used to collect and organise data, which is made available to other platforms such as **DSPs, SSPs, and Ad Exchanges**, to be used for **Targeted Advertising**, personalisation and content customisation.

Data  
Processor

A term under the **GDPR** and **UK GDPR** and other data protection legislation, including Virginia's **VCDPA** and Colorado's **CPA**, which means a natural or legal person, public authority, agency or other body which **Processes Personal Data on behalf of the Data Controller**.

Data  
Protection  
Act 2018  
(DPA)

The UK legislation embodying **GDPR** which regulates how **Personal Data** is used by businesses, organisations and the government.

Data  
Protection  
Impact  
Assessment  
(DPIA)

A **DPIA** is required in some circumstances under **GDPR** (notably where **Processing** is high risk) and under other international privacy legislation to assess the potential risks of **Processing** individuals' **Personal Data**. It is an important part of the **GDPR's** and other data protection legislation's accountability requirements and is often used in the context of extensive **Profiling** and targeted marketing.

Data  
Sharing  
Code

The UK data protection regulator's statutory **Data Sharing Code** of practice which came into force on 5 October 2021 as updated or amended from time to time. It sets out guidelines and expectations around data sharing which is particularly relevant in the context of adtech, where **Personal Data** may be shared between multiple different stakeholders.

Data  
Visualisation  
Platform

Software that collates numerous data outputs from systems – for example, advertising performance and website analytics. The collated data is analysed into a graphical representation, which highlights patterns, trends and correlations.

Demand-side  
platform (DSP)

A technology platform that enables **Advertisers** to buy **Ad Inventory** from **Publishers**. The platform utilises many **real-time bidding (RTB)** capabilities.

Deterministic  
Matching

Deterministic Matching is the process of identifying an exact match of records. In media, this is often used to identify the same consumer across different devices by matching the same user profiles together.

Device  
Fingerprinting

A tracking technique to identify devices and therefore user interactions and behaviours. This is often used for **Targeted Advertising**. Even where **Cookies** are not used, **Device Fingerprinting** may still fall under the requirements for **Consent** under privacy legislation such as the **PECR** and **GDPR** in the EU and UK depending on the configuration and set up.

Device ID

A unique, string of numbers and letters that identifies individual smartphones or tablets, such as the Google Advertising ID (GAID).

Digital  
Advertising  
Alliance (DAA)

An adtech industry self-regulatory association that maintains and enforces the principle-based **AdChoices** program and publishes a series of self-regulatory principles related to several forms of online advertising, including mobile advertising, political advertising, and online **Behavioural Advertising**.



Dynamic Ad  
Insertion (DAI)

A technology that allows the insertion of advertisements into linear, live or video-on-demand content in a way that is targeted – i.e. a viewer in one household won't necessarily see the same advertisement as a viewer in another.

Editorial  
Agency  
Guidelines

**Advertisers** can impose contractual **Editorial Adjacency Guidelines** to control what content is placed adjacent to their advertisement – for example, to prevent against harmful or inappropriate content. The **IAB** publish model guidelines from time to time. It can be challenging to monitor the implementation of such content restrictions.

Federal  
Trade  
Commission  
(FTC)

An independent US government agency responsible for enforcement of civil US antitrust law and the promotion of consumer protection.

Federated  
Learning of  
Cohorts (FLoC)

This concept used to be a key component of the **GPS** proposals, the ideal being to group people into “cohorts” based on their browsing history and then **Advertisers** are able to advertise to their chosen cohorts. The cohorts change regularly. The concept has now been replaced with **Topics**.

Frequency  
Capping

A software that limits how many times a given advertisement will be shown to the same person during a session or within a specified time period.

First Party  
Cookies

**Cookies** set directly by the host, i.e. the first website that is visited by the user, to help understand users' online behaviours. They are sometimes seen as less invasive for users since they don't automatically involve data sharing as the website may only use them for its own purposes.

First Party  
Data

Data that an organisation collects directly from a user usually from direct interactions – for example, customers who have registered with them. The data could be anything and does not have to be specific to **Cookies**.

FLEDGE

A component of the **GPS** proposals that relates to **Remarketing / Retargeting** and is designed so that it “cannot be used by third parties to track user browsing behaviour across sites”.

Functional  
Cookies

**Cookies** used to provide a personalised experience and to make the website easier to use. For example, remembering log-in details to make it easier to log-in next time the user accesses the website.

General  
Data  
Protection  
Regulation  
(GDPR)

The primary piece of legislation relating to privacy in the EU and also implemented in the UK. It came into force in May 2018. Where adtech involves **Personal Data**, it will be caught by and needs to comply with **GDPR**.

General Invalid  
Traffic (GIVT)

Traffic that is generated by known industry crawlers or that is otherwise readily-detectable – for example, activities like switching websites every five seconds for twelve straight hours.



## Global Privacy Control (GPC)

A proposed specification initiated by various stakeholders in the US to enable individuals to notify online services of their privacy preferences. It can take the form of a setting within a browser or an extension that an individual can install. When enabled, it sends a signal communicating the individual's preferences about the sale or sharing of their data to each site. The current legal status of **GPCs** in the US is unclear. The technical specifications of a universally enforceable **GPC** remain undefined, but this has not stopped the California Attorney General's Office from stating its intention to require **Businesses** to honor **GPCs** as valid opt out signals, and the **CPRA** seeks to give **Businesses** the option of honoring **GPCs** in lieu of providing other opt out functionality.

## Google Privacy Sandbox (GPS)

An initiative led by Google to create website standards for websites to access user information without compromising privacy. Its core purpose is to facilitate online advertising without the use of **Third Party Cookies**.

## Identifier For Advertisers (IDFA)

Created by Apple for iOS devices. **IDFA** is similar to a standard **Cookie** but **IDFA** is linked to the device rather than the browser. It enables **Advertisers** to be notified when a user clicks on an advertisement, installs, uses or interacts with the advertisement within the app.

## Identity Graph

Database that houses all the known identifiers that correlate with individual customers. An identity graph collects personal identifiers such as email addresses, physical addresses, mobile phone numbers, device IDs, and account usernames and connects them to a customer's profile and any related data points, including behavioral data like browsing activity or purchase history.

Identity Resolution	The process of integrating identifiers across available touchpoints and devices with behavior, transaction, and contextual information into a cohesive and addressable consumer profile.
Identifier-Based Protocols	Using an identifier to collect an individual's preference and transmit it to other market participants. Depending on the specific solution, once an individual provides their data, they can then set their preferences about its use. The identifier may be further <b>Processed</b> and also shared with other organisations.
Impression	The number of times an advertisement is displayed – for example, an advertisement appearing in a user's social media feed. It is not the same as an active click or view.
Insertion Order	An agreement between a <b>Publisher</b> and <b>Advertiser</b> to run a <b>Campaign</b> .
Interactive Advertising Bureau (IAB)	The industry body for digital advertising, with offices in the UK, Europe, North America, and Southeast Asia and India. The <b>IAB</b> promotes industry collaboration to develop standards, best practices, and critical research and provide educational resources.
International Association of Privacy Professionals (IAPP)	A non-profit membership association for professionals with access to resources on global privacy information. Founded in 2000 in the US with an office in Belgium and an Asia-Pacific support line.

Interim  
Measures on  
Administration  
of Internet  
Advertisements

A major piece of legislation relating to online advertisements and supplemental to the China Advertisement Law. It was adopted on 4 July 2016 and came into effect on 1 September 2016. It sets out the controls attached to online advertising. Where adtech involves the carrying out of advertising activities via the Internet, it will be caught by and need to comply with the regulation. A draft amendment has been published and the amended legislation is expected to be promulgated in 2022.

Location  
Data

Definitions may vary under applicable law but, generally, **Location Data** indicates the geographical position of a device (or device user), including data relating to the latitude, longitude, or altitude of the device, the direction of travel of the user, or the time the location information was recorded.

Lookalike  
Audience

A tool that dissects followers and user characteristics – for example, interests, how they look and actions taken. The tool looks for commonalities within users to create a **Lookalike Audience**. This enables **Advertisers** to target **Lookalike Audiences** that they would not normally have been able to reach.

Media  
Trading Desk

A service provided by an agency or a third party software solution. It is situated between the advertiser and the supply and demand platforms, and networks to purchase media to provide planning, management, and optimization of programmatic advertising campaigns.

Network  
Advertising  
Initiative (NAI)

A self-regulatory organisation in the US whose members agree to adhere to higher-than-legally-mandated standards of consumer choice and consumer knowledge in online advertising. The **NAI** publishes a code of conduct that members agree to adhere to and which covers interest based advertising, advertisement delivery and reporting, and **Retargeting / Remarketing**, among other topics. The **NAI** monitors its member's compliance, works with allegedly non-complaint members to suggest recommended improvements, and reserves the right to refer matters to the **FTC**.

NOYB –  
European  
Centre for  
Digital Rights

Based in Austria, **NOYB** promotes public awareness of freedom, democracy and consumer protection in the digital sphere with a focus on consumer rights, privacy rights, self-determination, data protection, freedom of expression, freedom of information, human rights and the fundamental right to an effective remedy.

Non-Human  
Traffic (NHT)  
Online Tracking

**NHT** generally refers to **Bot** traffic and other visits to a website that are not generated by a human being. **Bot** traffic accounts for a substantial percentage of all website traffic, and many forms of **NHT** are non-fraudulent and serve benign purposes like indexing pages for search engines or testing website functionality and performance. In the advertisement measurement context, however, **NHT** is at best a form of statistical “noise” and in many instances refers to intentional, fraudulent efforts to generate false ad **Impressions** or clicks that inflate apparent site traffic or ad click rates. Fraudulent forms of **NHT** include both **GIVT** and **SIVT**.

Online  
Tracking

The practice by which operators of websites and third parties collect, store and share data about users and their interactions online.

## Performance Marketing

A type of digital marketing where brands only pay marketing service providers once their business goals are met or when specific actions are completed, such as a click, sale, or lead.

## Personal Data

Defined in the **GDPR** and under other international privacy legislation to cover information relating to an identified or identifiable living individual. Under the **GDPR**, specifically, it includes obvious data such as a name, email address, identification number, and **Location Data**, but in the specific context of adtech also covers identifiers such as IP address, **Cookie** or advertising ID.

## Personal Data Breach

Defined in the **GDPR**, it covers a breach of security leading to the accidental, unauthorised or unlawful destruction, loss, alteration, disclosure of, or access to, the **Personal Data** or unavailability of **Personal Data**. Materially similar definitions appear in the laws of jurisdictions in Asia that have enacted mandatory data breach notification laws, for example Singapore, the Philippines and Australia.

## Personal Data Privacy Ordinance (PDPO)

The primary piece of legislation relating to data protection in Hong Kong. It was passed in 1995 and took effect in December 1996 save for certain provisions. Where adtech involves **Personal Data**, it will be caught by and need to comply with the **PDPO**.

Personal Data Protection Act 2012 (2020 Rev. Edition) (PDPA)

The primary piece of legislation relating to data protection in Singapore. It was passed in 2012 and came into full force in July 2014. The **PDPA** was revised substantially in 2021 to include new and expanded exceptions to **Consent**, enhance restrictions on direct marketing, and introduce mandatory breach notifications (among others). Where adtech involves **Personal Data**, it will be caught by and need to comply with the **PDPA**.

Personal Information

Under California's **CCPA** and **CPRA**, **Personal Information** is broadly defined as any "information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer or household." **Personal Information** is similar in breadth and scope to **Personal Data** as defined in other comprehensive privacy laws in other US states (e.g. Virginia and Colorado), as well as under the **GDPR** in Europe and the UK.

Personal Information Protection Law (PIPL)

The primary piece of legislation relating to personal information protection and privacy in the People's Republic of China. It was adopted on 20 August 2021 and came into effect on 1 November 2021. Where adtech involves **Personal Data**, it will be caught by and need to comply with the **PIPL**.

Personalisation Engine

A software that powers an **Advertiser's** website, mobile app, email to enable them to deliver customised experiences for users based on the users previous activity. This allows data to be tailored to the user.

Pixel

A graphic embedded in banner advertisements, emails, and website to track user behavior and interactions with the website, similar to a **Cookie**.

Predictive Analytics

This uses marketing and advertising data to preempt what users are most likely to do next. It enables the ability to gain a more informed view of users to customise future advertisements.

Privacy and  
Electronic  
Communications  
Regulations  
(PECR) /  
ePrivacy  
Directive

**PECR** is sometimes also referred to as the ePrivacy Directive. This is old EU legislation dating back to 2012 but it is still valid (although currently under review) and sets out the privacy rights of individuals in relation to electronic communication including, in the context of adtech, key rules around direct marketing and **Cookies**. The EU Directive was implemented into EU Member State laws and therefore there are variations between countries. The UK, despite having left the EU now, continues to enforce through the Privacy and Electronic Communications (EC Directive) (Amendment) Regulations 2003.

Processing,  
Processes,  
Processed,  
Process

Any activity that involves the use of **Personal Data**. It includes, but is not limited to, any operation or set of operations which is performed on the **Personal Data or on sets of the Personal Data**, whether or not by automated means, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction. **Processing** also includes transferring the **Personal Data** to third parties.

Probabilistic  
Data

A group of users that have been accurately **Profiled** so that they can be correctly targeted.

Probabilistic  
Matching

The process of identifying what is likely a match of records through the use of models and other statistical methods.

## Profiling

Defined in the **GDPR** as any form of automated **Processing of Personal Data** consisting of the use of **Personal Data** to evaluate certain personal aspects relating to a natural person, in particular to analyse or predict aspects concerning that natural person's performance at work, economic situation, health, personal preferences, interests, reliability behavior and location of movements. However, outside of the **GDPR**, the term is widely used with this general meaning in the industry.

## Programmatic Buying

Automatic process of buying and selling of digital advertisement placements. Sometimes, but not always, this is through **RTB**.

## Publisher

An owner and supplier of digital advertisement space online. They provide **Advertisers** with the ability to purchase and display their advertisements on the **Publisher's** website or other content mediums.

## Reach & Frequency

The number of people an advertiser reached with an ad. Frequency is the number of times an ad reaches a particular consumer.

## Real-Time Bidding (RTB)

Advertising buyers bid for advertising space for a defined audience and, if the bid is won (i.e. the price is highest), the buyer's advertisement is (nearly) instantly displayed on the **Publisher's** site, without the user being aware of the auction.

Retargeting /  
Remarketing

A digital marketing tactic serving advertisements to consumers who have previously engaged via site visits or email sign-ups, where the prior engagement did not result in a sale or **Conversion**. For example, a user may have been browsing holidays on one site and then, moving to a new site, they see advertisements for holidays from that original site there.

Second  
Party Data

One organisation's **First Party Data** that another organisation purchases/licences.

Sell, Selling,  
Sale of  
Personal  
Information

A California-specific term under the **CCPA** and **CPRA** referring to the sharing of consumer **Personal Information** in exchange for money “or other valuable consideration”. The scope of application of the definition has been debated in the adtech industry since the enactment of the **CCPA** due to disagreement about many species of **Third Party Data** transfers: some have maintained that virtually any transfer of data that permits a **Third Party** to use consumer **Personal Information** for its own commercial purposes constitutes a “sale” under the **CCPA**; others have drawn the line more narrowly, depending on the nature of the contractual consideration. **CPRA** attempts to moot this debate in the adtech context by introducing a complementary definition for “sharing” that covers most **Third Party** exchanges of data for **CCBA** purposes, irrespective of whether there is monetary or other valuable consideration.



Service Provider  
(and Contractor)

Under the **CCPA** and **CPRA**, a **Service Provider** is an entity that receives consumer **Personal Information** from a **Business** and **Processes** that data on the **Business's** behalf for specific, contractually enumerated purposes. Like **Contractors**, consumers cannot opt out of a **Business's** transmission of data to a **Service Provider**, so long as appropriate contractual controls are in place between the **Service Provider** and **Business**. The primary difference between **Contractors** and **Service Providers** is that a **Contractor** is an entity to which a **Business** makes consumer data available (though not for the **Contractor's** own commercial purposes), while a **Service Provider** is an entity that **Processes** data on the **Business's** behalf. Additionally, **Businesses'** agreements with **Contractors** must contain some additional terms to certify and ensure **Contractors'** ongoing compliance with applicable law.

Sophisticated  
Invalid Traffic  
(SIVT)

Fraudulent traffic patterns that are designed to avoid simple, detectible patterns and which often require advanced analysis and significant human intervention to detect.

Strictly  
Necessary  
Cookies

**Cookies** that are necessary to enable the basic features of the website to function. For example, providing secure log-in or remembering how far a user is through an online order. In the UK and EU, **Consent** is not required for **Strictly Necessary**.

Supply-side  
platform (SSP)

A technology platform that helps **Publishers** manage their **Ad Inventory** while maximising potential revenue. **SSPs** allow **Publishers** to manage their inventory in real-time, prioritising their own direct buys first (which net them more money), and then uploading their unsold inventory to the **Ad Exchanges**. **SSP** reporting capabilities also provide insight into what inventory is selling best and at what price point.

## Tag

A piece of code inserted within a webpage that triggers an http(s) request to an **Advertising Server**, providing information such as the **Cookie**, page URL, screen resolution, and browser information, and allows for an advertisement to load.

## Targeted Advertising

A Colorado and Virginia-specific term referring to the display of advertisements to a consumer where the advertisement is selected based on **Personal Data** obtained from that consumer's activities over time and across non-affiliated websites or online applications to predict such consumer's preferences or interests. See also **CCBA**.

## Taxonomy

A way of organising and classifying data into categories and subcategories to enable greater segmentation and filtering.



## Third Party

Under the **CCPA** and **CPRA**, a **Third Party** is a catch-all term for entities that receive consumer **Personal Information** from a **Business**, but which do not meet the definitions of **Contractor** (**CPRA** only) or **Service Provider** (both **CCPA** and **CPRA**). **Third Parties** are typically entities that receive consumer **Personal Information** with the intention of using or onward sharing that data for their own commercial purposes, rather than to perform discrete, contractually limited services on behalf of the **Business** (e.g. a **Data Broker** or aggregator, rather than a cloud storage provider). Under the **CCPA**, **Businesses** are not required to have specific agreements in place with **Third Parties**. However, under the **CPRA**, **Businesses** will be required to enter agreements with all **Third Party** partners specifying, among other things, the specific, limited purposes for which data is **Sold** or otherwise disclosed.

## Third Party Cookies

**Cookies** set by a separate company through the website being visited by the user.

## Third Party Data

Data purchased from organisations that were not the original collectors of the data, such as **Data Brokers** or aggregators.

## The Trade Desk

An independent media buying platform (**DSP**) where **Advertisers** can purchase digital advertisements. Founded in 2009 in the US, with offices across the US and also in London, Asia, Australia and Europe.

## Topics

A key concept of **GPS**, a proposed new system for interest based advertisements with 5 key 'Topics' used to identify user interests based on web browsing activity from participating websites each week.

Transparency and Consent Framework (TCF)	The <b>TCF</b> for digital marketing and advertising, developed by <b>IAB</b> Europe, aims to communicate an individual's preferences between online services and other participants within the advertising data supply chain. It provides a means of transmitting signals of <b>Consent</b> from a user to vendors working with <b>Publishers</b> using a <b>CMP</b> .
Trust Tokens	A <b>GPS</b> proposal that intends to enable websites to convey a limited amount of information from one browsing context to another to help combat <b>Ad Fraud</b> .
Unified ID 2.0 (UID 2.0)	A universal <b>Cookie</b> ID proposal developed by <b>The Trade Desk</b> that utilises a user's email address to create an encrypted, rotating, randomised numerical ID as a substitute for <b>Third Party Cookies</b> that is intended to work across all mobile operating systems.
User-Agent Reduction	A <b>GPS</b> proposal that intends to limit browser data shared to remove sensitive information and reduce <b>Device Fingerprinting</b> .
Unique User / Device ID (UDID)	An identifier assigned to a device or user that lasts until the device is reset or the account is deleted.
Unique Visitor	A <b>Unique Visitor</b> is someone who visits a site more than once within a period of time.
Video Ad Serving Template (VAST)	A standardised set of specifications developed by the <b>IAB</b> that define the requirements for serving advertisements to video playback sources online. The specifications are delivered in the form of a script which allows video players to interpret information about the advertisement being served.

Video Player  
Ad Serving  
Interface  
Definition  
(VPAID)

An advertisement template that allows a rich interactive user experience within stream video advertisements.

Virginia  
Consumer  
Data  
Protection  
Act (VCDPA)

A Virginia state statute to protect the data privacy rights of Virginia residents by imposing obligations and restrictions on qualifying **Businesses'** collection, use, and sharing of **Personal Data**. The **VCDPA** is very closely similar to the **CPA** in Colorado, and both laws employ terminology and principles that reflect the **GDPR** more than California's **CCPA** (e.g. **Personal Data** rather than **Personal Information, Controllers** and **Processors**). The statute takes effect in January 2023, at the same time as **CPRA** goes into effect in California and six months before the **CPA**.

Walled  
Garden

A closed platform or closed ecosystem where the technology provider has significant control over the hardware, applications, or content.



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Reed Smith is widely recognized as being one of the world's market-leading advertising and technology law firms. Our cross-functional and multi-jurisdictional AdTech team brings together leading lawyers with deep experience in advertising and marketing, data privacy and security, intellectual property, technology transactions, information governance, compliance and enforcement, and litigation. Find out more through [Reed Smith's AdTech webpage](#).

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