



DATA PRIVACY COMPLIANCE FOR DIGITAL MARKETING

FOUNDING TEAM



BEN BAROKAS | Co-Founder & Chief Executive Officer

As co-founder and CEO, Ben leads the strategic direction of Sourcepoint and is an active member of the international startup community. He has a proven track record for growing businesses that transform the digital content industry, founding and leading the preeminent supply-side platform, Admeld, to its acquisition by Google for a reported \$400 million in 2011, where he then served as General Manager of the Global Marketplace Development team. Previously, he drove business and operations for JumpTV and AOL.



BRIAN KANE | Co-Founder & Chief Operating Officer

Brian leads day-to-day operations at Sourcepoint and has over 20 years of experience building teams and technology companies that deliver scalable and differentiated services. He previously served as COO of LiveRail (acquired by Facebook in 2014) and Admeld (acquired by Google in 2011). Prior to Admeld, he spent 9 years at DoubleClick (acquired by Google in 2007), where, as an early employee, he was a key driver of the customer-centric and employee-focused culture.

OUR VISION: A THRIVING DIGITAL ECOSYSTEM BASED ON TRANSPARENT VALUE EXCHANGE

Consumers need clarity around digital marketing practices.

Media owners need to be direct with consumers about how advertising revenue supports their product.

Data buyers and intermediaries need to have confidence that data is ethically sourced and fully compliant with regional regulations.

Without meeting these needs, the quality and substance of digital content and utility **will drastically change forever**.



WHAT WE DO

Since 2015, our technology has been deployed across the world's largest brands to **engage users in conversations** about data use and compensation choice.

Our enterprise SaaS platform was the first to **combine consumer privacy compliance and user experience optimization.**

DATA RIGHTS ARE HUMAN RIGHTS

Today, we understand data privacy as a fundamental human right. And the data rights movement is now part of the universal movement for human rights.

WE'VE WOKEN UP TO THE POWER OF OUR DATA

83%

of consumers are **concerned about their data privacy**

66%

believe that **more governments should pass consumer privacy legislation** that enables consumer control and security

PRIVACY REGULATIONS ARE ROLLING OUT AT A RAPID PACE

BRANDS NEED TO ENSURE COMPLIANCE – OR FACE STEEP FINES.



\$230M
FINE | British Airways

\$123M
FINE | Marriott



The State-Based Laws Are Coming.

California is just the largest state to roll out its own privacy regulation, with future federal legislation likely.

And 16 other proposed US laws including **Nevada, New York, Maine** and a **U.S. federal law**

Plus, pending or current legislation in **Canada, India, Taiwan, Japan, Vietnam, New Zealand, Australia, Hong Kong, Indonesia, Singapore, China, South Korea, Malaysia, Russia, Philippines, Brazil, Argentina, Peru, Panama, Chile, Egypt, UAE, Turkey....**

COMPLIANCE IS EXPENSIVE

CHANGES IN CONSUMER SENTIMENT AND LEGISLATION ARE IMPACTING HOW BUSINESS OPERATES

Google, Apple and Firefox have restricted **third-party cookies** in their browsers

52%

Publisher revenue **decreases 52%** on impressions without cookies

Changes to Apple's iOS limit **geolocation and other data** for advertising

\$26.5B

Puts **\$26.5 billion** of location-based advertising at risk

Regulations now enforced and more complex – **must be more compliant or face steep fines**

GDPR

May 25, 2018

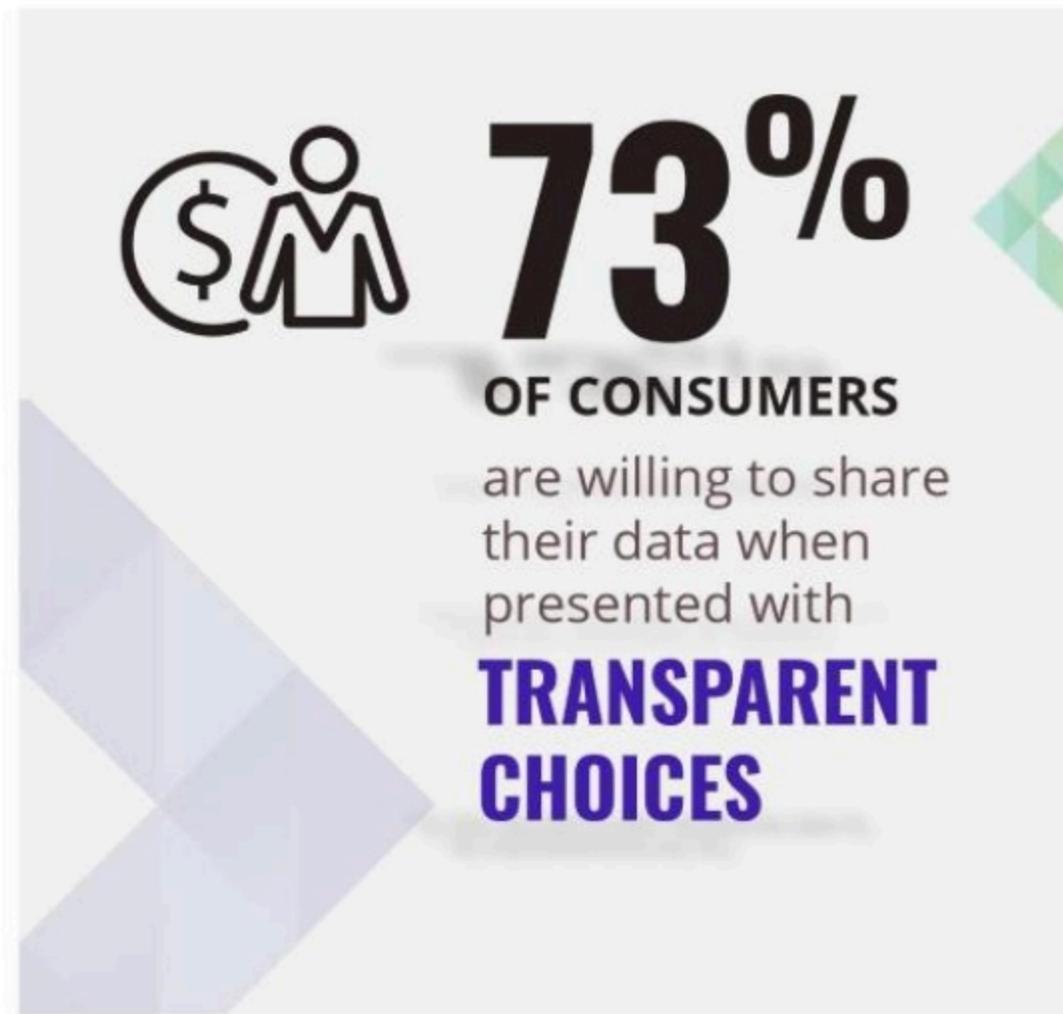
CCPA

January 1, 2020

DIALOGUE

OUR PLATFORM AND ETHOS

THE FOUNDATION FOR EVERYTHING WE DO



Our technology is developed to enable **two-way communication** between digital properties and users.

We enable **honest dialogue about digital content and utility** — and the role that data plays in compensation and personalization.

When consumers have a **transparent** privacy experience, **they are more receptive to an advertising message.**

CURRENT SOLUTION COMPONENTS



CONSUMER-FACING PRIVACY MANAGEMENT EXPERIENCE

DIALOGUE Consent Management Platform (CMP)

- Opt-out options
- Consent options
- Customized for your brand

Cross-environment UX

- Browser
- Mobile in-app
- OTT

Subject rights requests

- Data subject request management
- Email, SMS, phone support



BACK-END COMPLIANCE MANAGEMENT

DIALOGUE CMP

- GDPR: IAB TCF v2
- CCPA: US Privacy string
- Non-IAB vendors

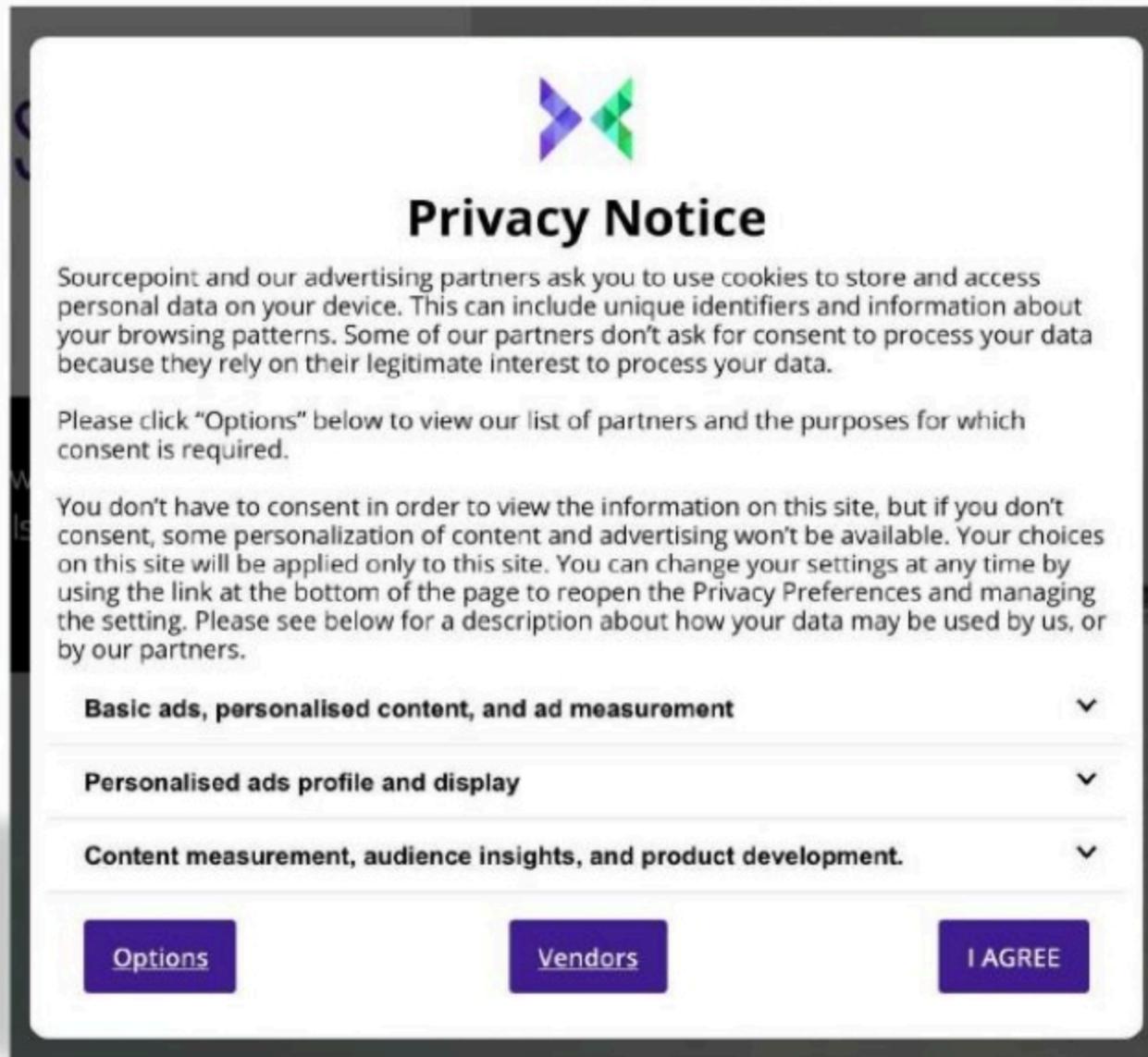
Campaign management at scale

- Custom message builder
- A/B testing

DIAGNOSE Insights

- Proprietary scanning technology
- Flags risky vendors, data leakage, privacy vulnerabilities and performance issues

CAPTURE, MANAGE & OPTIMIZE CONSUMER PRIVACY PREFERENCES



- Our CMP displays a privacy message on properties – allowing consumers to select which data they want to share and with whom – then the platform syndicates those signals to various ecosystems
- Compatible with IAB's TCF v2/US Privacy Framework and a wide range of vendors through flexible consent/reject framework

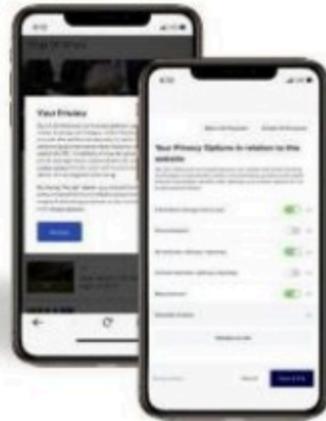
✓ MESSAGES CONSUMERS WHEREVER THEY ARE

The platform transmits privacy compliance and preference signals from multiple channels and environments



BROWSER

Seamless, responsive UX



IN-APP

SDK available for iOS and Android



OTT

Enables granular control of content and targeting on smart TVs or other OTT devices

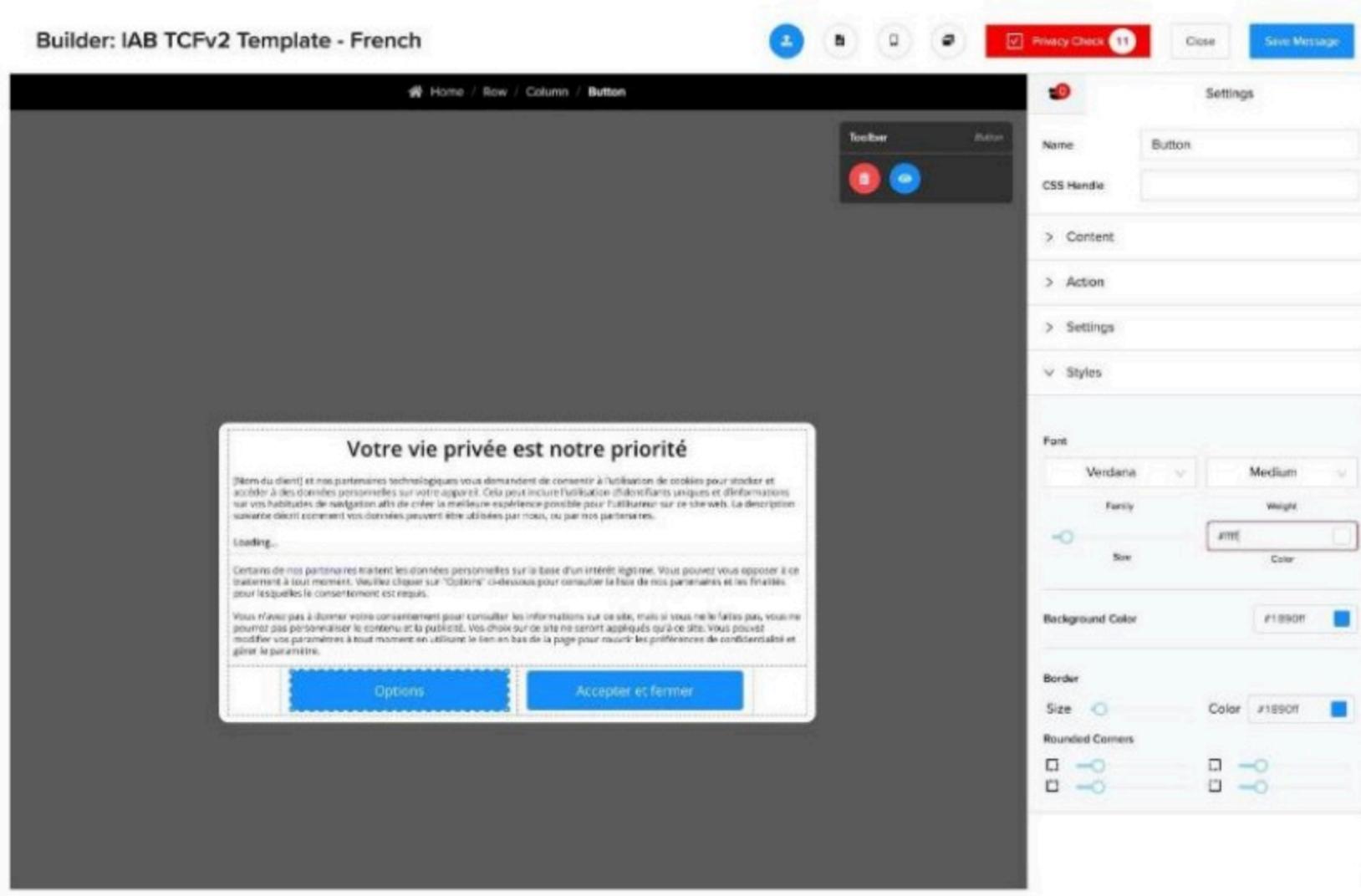


AMP

Compatible with IAB and non-IAB vendors

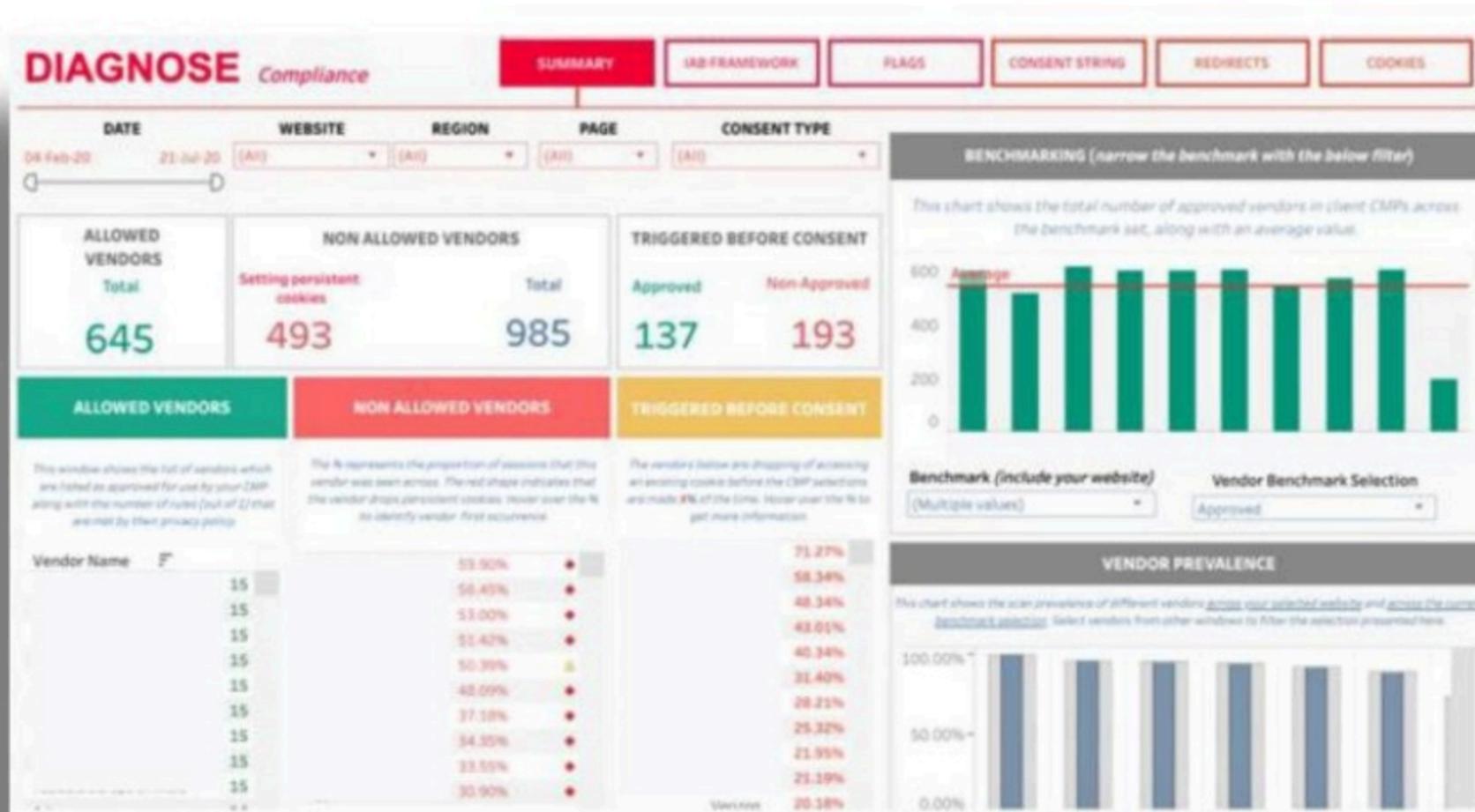
✓ BRANDED CONSUMER EXPERIENCE

Creates privacy preference UIs that are on brand and compliant.



Text and UI elements can be customized by SP customers

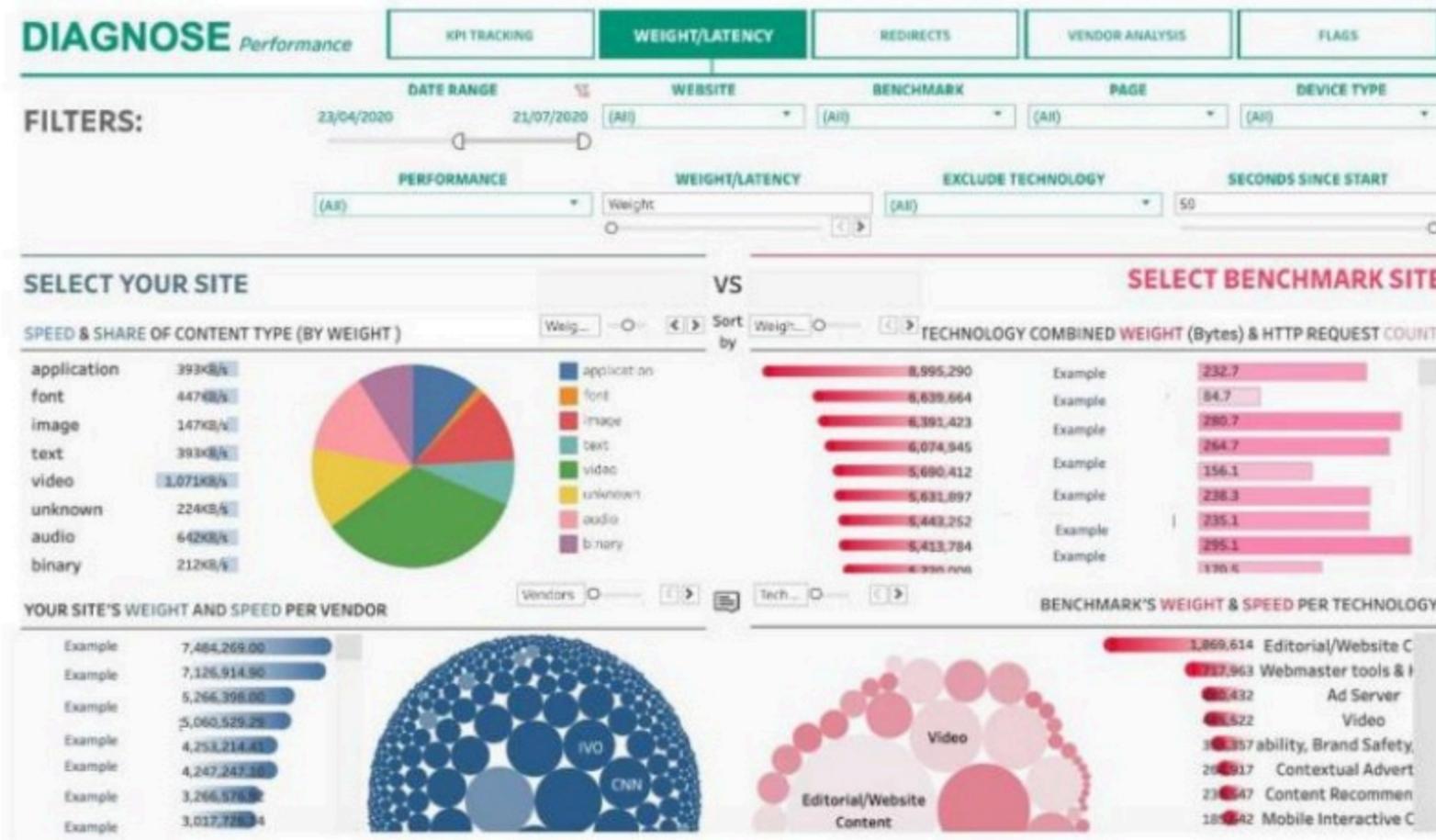
AUTOMATED VENDOR ASSESSMENT FOR A DYNAMIC REGULATORY CLIMATE



Third parties are one of the biggest sources of risk for brands and publishers. DIAGNOSE uncovers vendor behavior on websites/apps, and provides privacy compliance and performance insights.

- **Granular scanning results** reveal compliance risks and performance issues
- **Insights and benchmarks** are surfaced on customizable dashboard
- **Optimizes CMP** implementation to close compliance gaps and drive revenue
- **Easy to implement**, with no on-page script required

✓ THIRD-PARTY VISIBILITY



DIAGNOSE's proprietary scanning technology flags:

- **Unauthorized, redirected vendors** processing personal data before user consent
- **Vendors causing high latency**, leading to abandonment and decreased consent rates
- **Slow tags** leading to lower advertising revenue and gaps in analytics data
- **Fraudulent consent strings** hard coded by vendors in ecosystem
- **Vendors with high error rates**, causing loss of impressions
- **Risky vendors** via deep privacy policy verification

AUTOMATED VENDOR ASSESSMENTS + CONSENT OPTIMIZATION

