

# Artificial intelligence and advanced encryption technology aimed at enhancing data privacy is offered to be integrated with media agencies, demand-side platforms, data management platforms and digital publishers.

- **SCHEDA**
- **APPROFONDIMENTI**

Identificativo proposta: TOUK20200310002

**RICHIEDI MAGGIORI INFORMAZIONI**

A UK based SME, R&D intensive, have developed a game-changing privacy-preserving technology that allows transparent audience segmentation for media companies while giving users control over their personal data and their privacy. The company is seeking collaboration with international media agencies, intermediaries, and digital publishers, providers of demand-side/data management platforms who are interested in licensing and commercial agreement with technical assistance.

Around 93% of websites use cookies and other techniques to track user behaviour without receiving consent. Online advertisers use this data to profile users and create audience segments for targeted advertising campaigns. This practice is not compliant with privacy regulations and will soon be rendered technically obsolete by a browser ban on third party cookies. The SME was established in 2017 in the East Midlands region of the UK and they have developed a new technology using artificial intelligence (AI) and advanced encryption, which collects and aggregates user data while preserving privacy, complying with regulatory demands, and adapting to changing technology. The innovation will protect publishing and advertising revenues from aggressive regulatory and technological changes. The product is now ready to be tested and launched in the international market and the company has ambitions to scale up globally over the next 18 months through licences or commercial agreement with technical assistance. The company envisages agreements regarding the licence of the solution to enterprises interested in integrating it to their platforms and/or systems. Under commercial agreement (and licensing) the company will provide technical support for the integration of the solution in the clients systems, designing a tailor-made solution when needed and accompanying the process of optimization during the defined period of time. At the same time, there is the possibility to reach agreement for further technical assistance if errors occurred and future developments and optimization of the solution. The partners sought are in the publishing and media industries, including supplying data platforms, who are interested in integrating the technology into their systems and enterprises.

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**Paese:** United Kingdom

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