

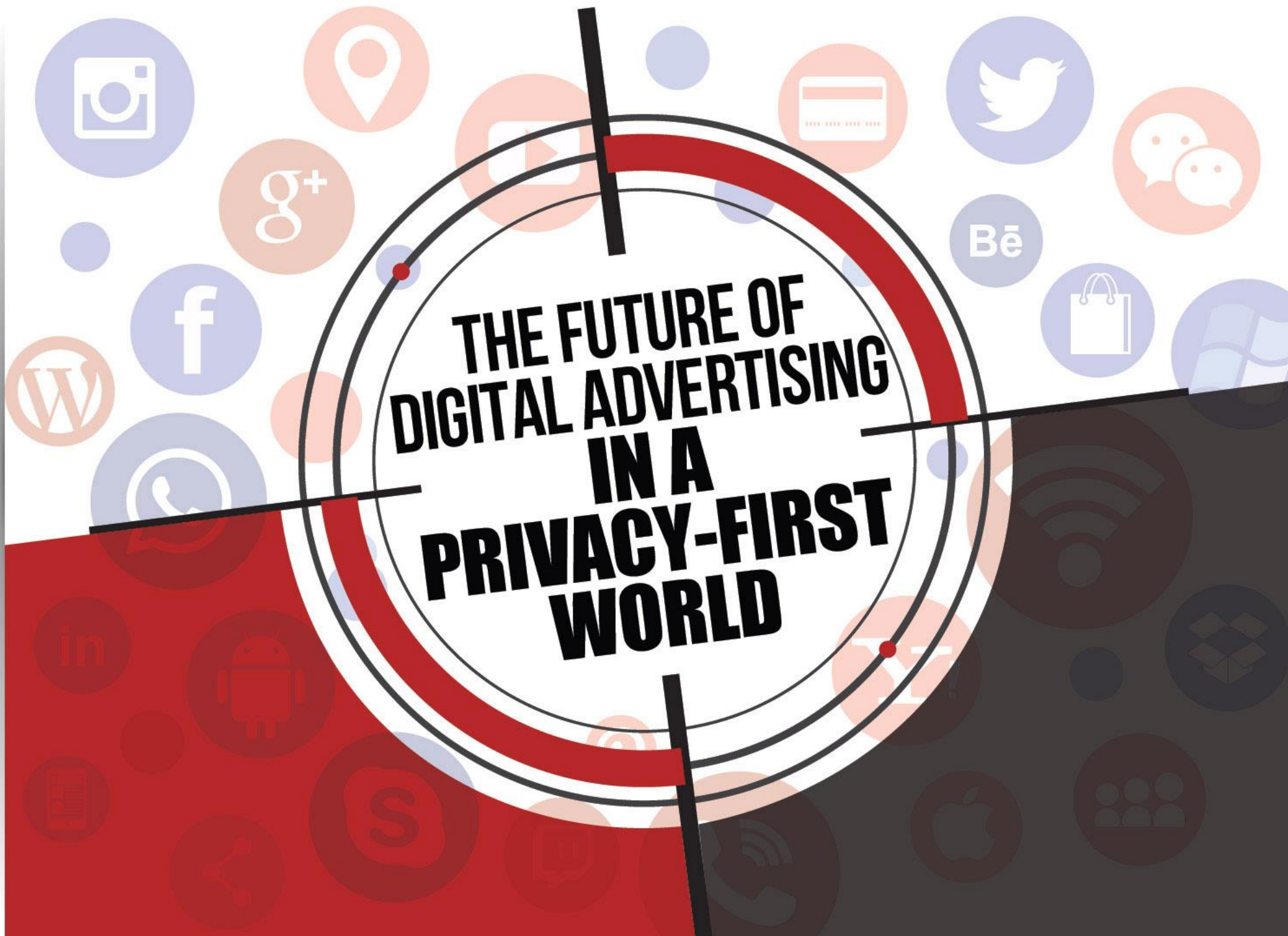
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# THE FUTURE OF DIGITAL ADVERTISING IN A PRIVACY-FIRST WORLD



# The Post-GDPR World

Catherine Armitage, Head of Digital Policy  
World Federation of Advertisers





**The World Federation of Advertisers** is a unique worldwide network of **National Advertiser Associations** in 60 countries and 100 of the **world's biggest advertisers**.

# The World Federation of Advertisers



**G**ENERAL

**D**ATA

**P**ROTECTION

**R**EGULATION

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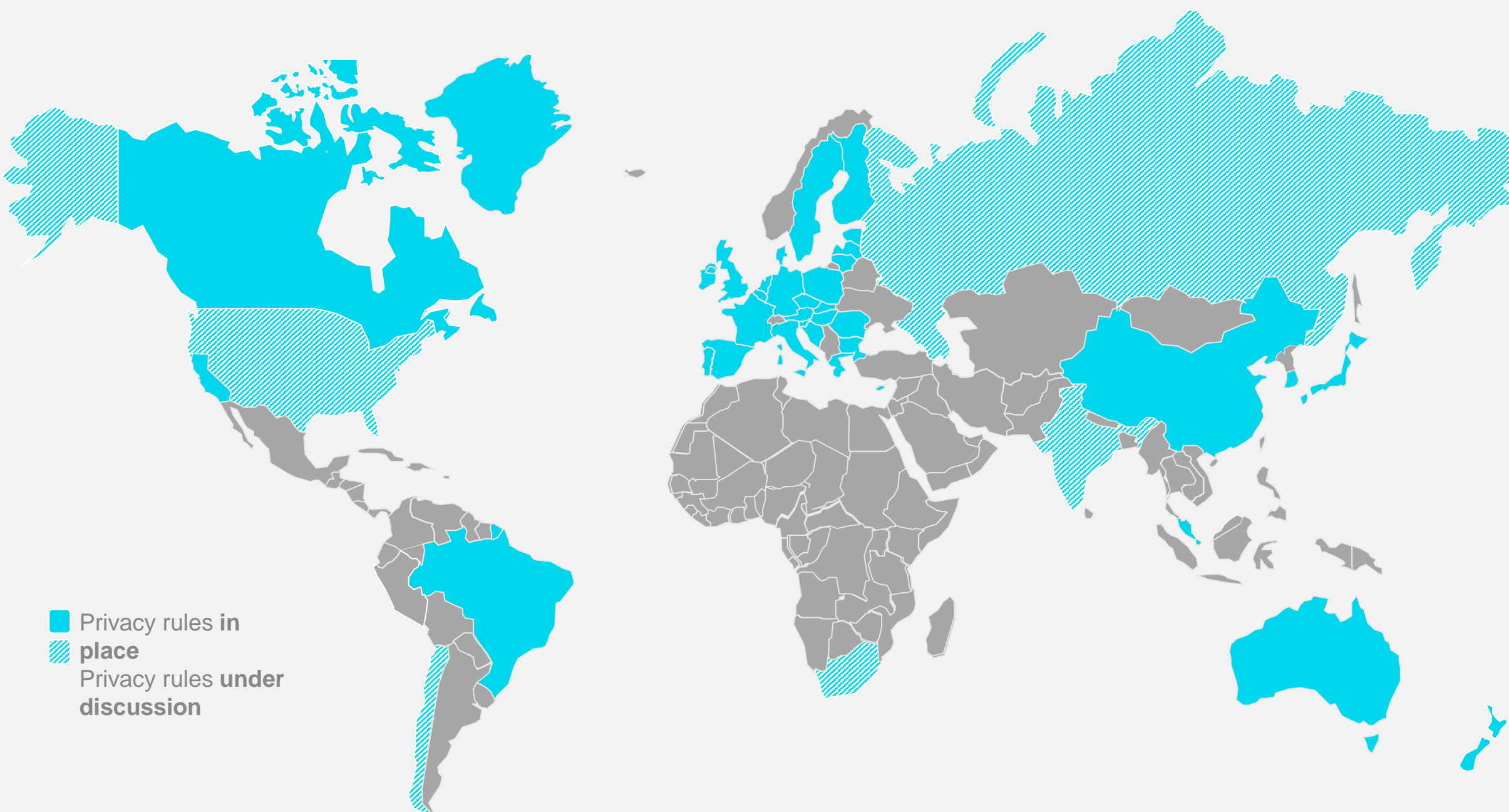
# GDPR vs PDPA



- Personal data = online ID
- Fines 4% of annual turnover
- More transparency
- Notify data breach within 72 hours
- Right to be forgotten
- Opt out of profiling
- Data protection officer
- Extends beyond EU companies



A man with dark, wavy hair, a beard, and glasses is shown from the chest up, wearing a dark suit jacket and a white shirt. He is looking slightly to the right of the camera with a neutral expression. The background is a solid, vibrant green. On the right side of the image, there is a large, white, bold text quote.

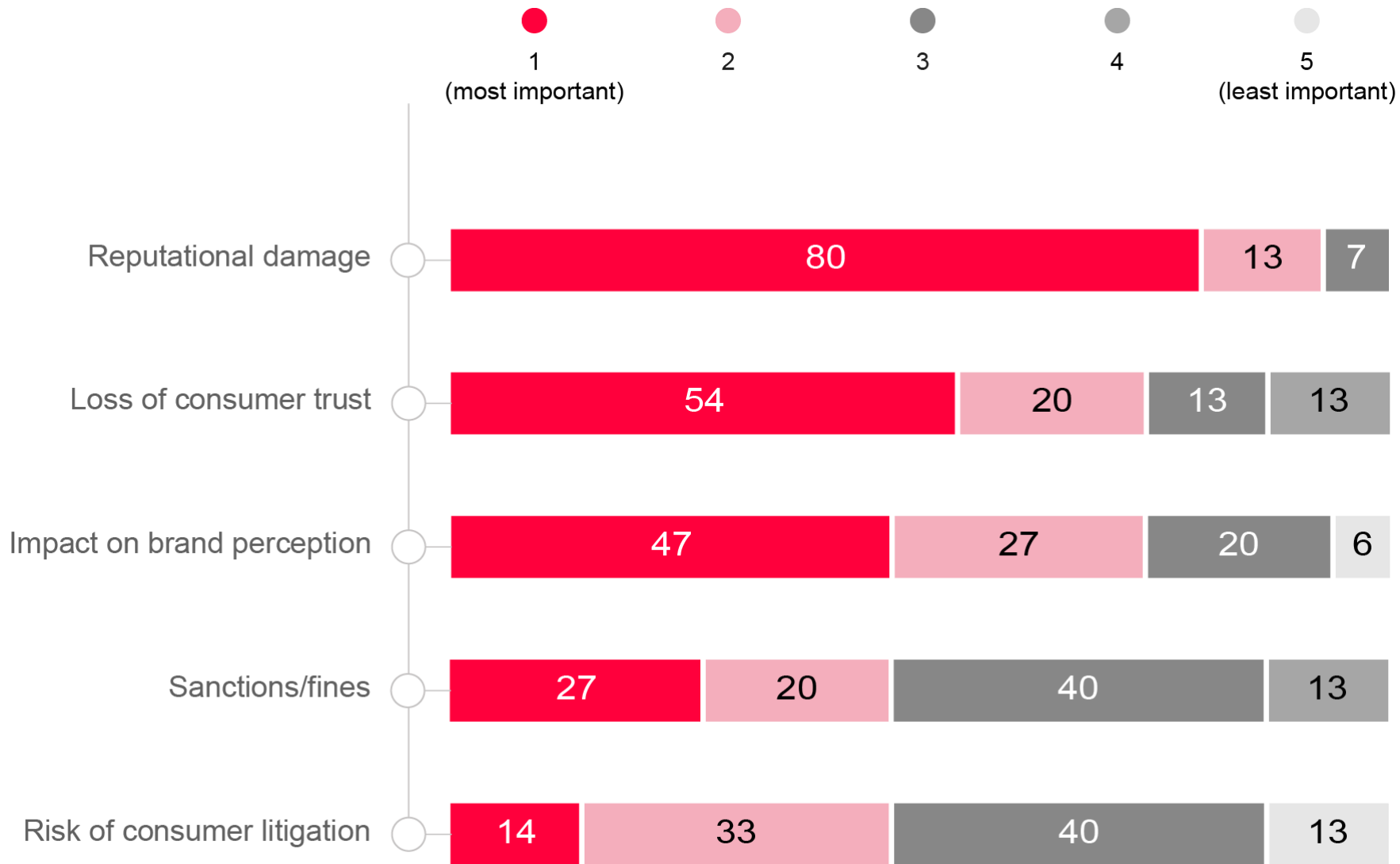
**“The GDPR will change not only the European data protection laws but nothing less than the whole world as we know it”**



 Privacy rules in place  
 Privacy rules under discussion



**TRUST**

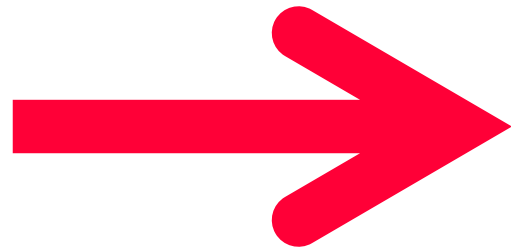


Values represent percentage (%)



Mr. Mark Zuckerberg

**DATA  
FIRST**



**PEOPLE  
FIRST**

**TRUST**  
**RESPECT**  
**LONG-TERM**

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