

# Digital Content Next

Legal and Legislative Committee  
May 8, 2018

## Agenda

---

- Legal and Legislative Day – June 12, 2018
- GroupM GDPR Terms

Tuesday, June 12

Noon to 5 PM

NPR Headquarters

1111 North Capitol Street, NE

Topics Under Consideration:

Commissioner or Key Staff from FTC

GDPR Review

Update/Discussion re ePrivacy Regulation

DOJ/FBI investigation into ad fraud

Court ruling re embedded content violates copyright

### GroupM issued DPA for GDPR compliance

- Asserts controller status
- Publishers required to get consent
  - But no information about data uses
- Restrictions on publisher's use/sharing of any data
- Agency/advertiser liability shifted to publisher

### GroupM backing off?

- Digiday article – GroupM not requiring signature, will work with publishers that participate in the IAB consent framework
- Association for Online Publishing

### Key Questions:

- Have DCN members had substantive talks with GroupM?
- How are DCN members handling influx of DPAs?
- Some DCN members report that DPAs include ancillary issues that may be unrelated to GDPR? Insurance?
- Are DCN members seeing partners use other methods for deploying GDPR terms? Privacy policy?

### Next Steps:

- Develop template DPA?
- Engage directly with GroupM?
  - Call/webinar?
  - Public letter?

## Other Issues?

---