



# I: The Evolution of Data-Driven Marketing

The changing nature of data privacy is fundamentally redefining the way in which online audiences are measured and targeted. *In the first, foundational session* of this three-workshop series, we will look at:

- the current regulatory pressures faced by advertisers
- the flaws of programmatic buying as we know it
- the consumer-first alternatives to third-party cookies

## Meeting details

**When:** Friday 20 August | 7:30am IST / 10:00am SGT / 11:00am JST

**Where:** This meeting will be conducted over Zoom; log-in details will be provided upon registration [at this link](#)

**Who:** 30-40 WFA members across Marketing, Media, Digital, Procurement, Public Affairs, Governance and Legal



# Preparing for Digital Media's Privacy-first Future

Friday 20 August | 7:30am IST / 10:00am SGT / 11:00am JST

## Agenda (90 mins)

5 mins **Workshop Introduction & Overview**

### Setting the Stage: Emerging Privacy Trends in APAC

Increasingly globalisation, coupled with the impact of the pandemic, has meant a significant focus on existing data privacy rules across the Asia Pacific, as well as a general interest in harmonization. [Manish Sehgal – Asia Pacific Cyber Data & Privacy Leader, Deloitte](#), will share highlights from Deloitte's 2021/2021 Asia Pacific Privacy Guide, focusing on the key privacy trends to be aware of.

30 mins

### Now vs Next: Why Cookies have let us down and Alternatives for Advertisers

[Magid Souhami – President, Global Data Bank](#) and [Marcio Zorzella, Growth Advisor, APAC – Global Data Bank](#) will deep dive into the automated flows across programmatic buying and selling to explain the layers, players and processes of targeted campaigns to show how data is captured, managed, used and –potentially– abused.

50 mins

They will also identify some of the alternatives that brands can consider in place of third-party cookies.

5 mins **Conclusion**

## Competition compliance policy



The purpose of the WFA is to represent the interests of advertisers and to act as a forum for legitimate contacts between members of the advertising industry. It is obviously the policy of the WFA that it will not be used by any company to further any anti-competitive or collusive conduct, or to engage in other activities that could violate any antitrust or competition law, regulation, rule or directives of any country or otherwise impair full and fair competition. The WFA carries out regular checks to make sure that this policy is being strictly adhered to. As a condition of membership, members of the WFA acknowledge that their membership of the WFA is subject to the competition law rules and they agree to comply fully with those laws. Members agree that they will not use the WFA, directly or indirectly, (a) to reach or attempt to reach agreements or understandings with one or more of their competitors, (b) to obtain or attempt to obtain, or exchange or attempt to exchange, confidential or proprietary information regarding any other company other than in the context of a bona fide business or (c) to further any anti-competitive or collusive conduct, or to engage in other activities that could violate any antitrust or competition law, regulation, rule or directives of any country or otherwise impair full and fair competition.