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Privacy restrictions will hit the ad industry hard in 2023. These 16 privacy tech companies will make sure brands like McDonald's and Disney can still find customers online.

Business Insider   Nov 23, 2022, 10:50 AM

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Novatiq; LiveRamp; Permission; Xandr; Rachel Mendelson/Insider

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This article was originally published in January 2022 and has since been updated with new information.

A slew of privacy tech vendors are rolling out tools to help marketers find new ways to target consumers amid a swirl of privacy regulations like the EU's General Data Protection Reguation, and policies from tech giants including Google's phase-out of third-party cookies and Apple's privacy crackdown.

Insider has identified the top 16 privacy tech vendors that work in the advertising industry, based on nominations and our own reporting.

The size and capabilities of these companies vary greatly. It includes established giants like LiveRamp, which offers a data cleanroom where advertisers and publishers can share data.

There also are new players like TerraTrue, a startup founded in 2019 by two Snap vets, which automates the process by which advertisers audit their tech vendors for privacy violations.

Collectively, these tools represent the ad industry's best efforts to maintain its ability to use consumer data to target them, while avoiding severe financial penalties for violating consumer privacy — Sephora got hit and settled with a $1.2 million fine for allegedly selling customers' data to third parties.

Scroll down to read the entire list.

Funding: $4 million, according to PitchBook

Comment: Founded in 2013, Confiant started as a company that tracks and prevents "malvertising," or malware disguised as a digital ad. Now using that same tech, it's coming out with a privacy tool used by publishers like Insider and Complex Networks and advertisers that can ensure its agencies and vendors are complying with regulations like the EU's GDPR and CCPA.

Publishers and advertisers rely on scores of ad tech vendors to place their ads. The problem is not all of their vendors are regulatory compliant, and there could be some errant line of code that allows an ad to collect consumer data when it shouldn't.

Confiant helps its clients find an offending vendor by tracking ads through the entire programmatic cycle. And it evaluates these ads for things like cookie tracking, browser fingerprinting, local storage items, and TCF registration. Confiant detected 500,000 GDPR violations being committed per day and about 25 million potential violations out of billions of impressions.

Decentriq: Wants to deepen encryption of data cleanrooms
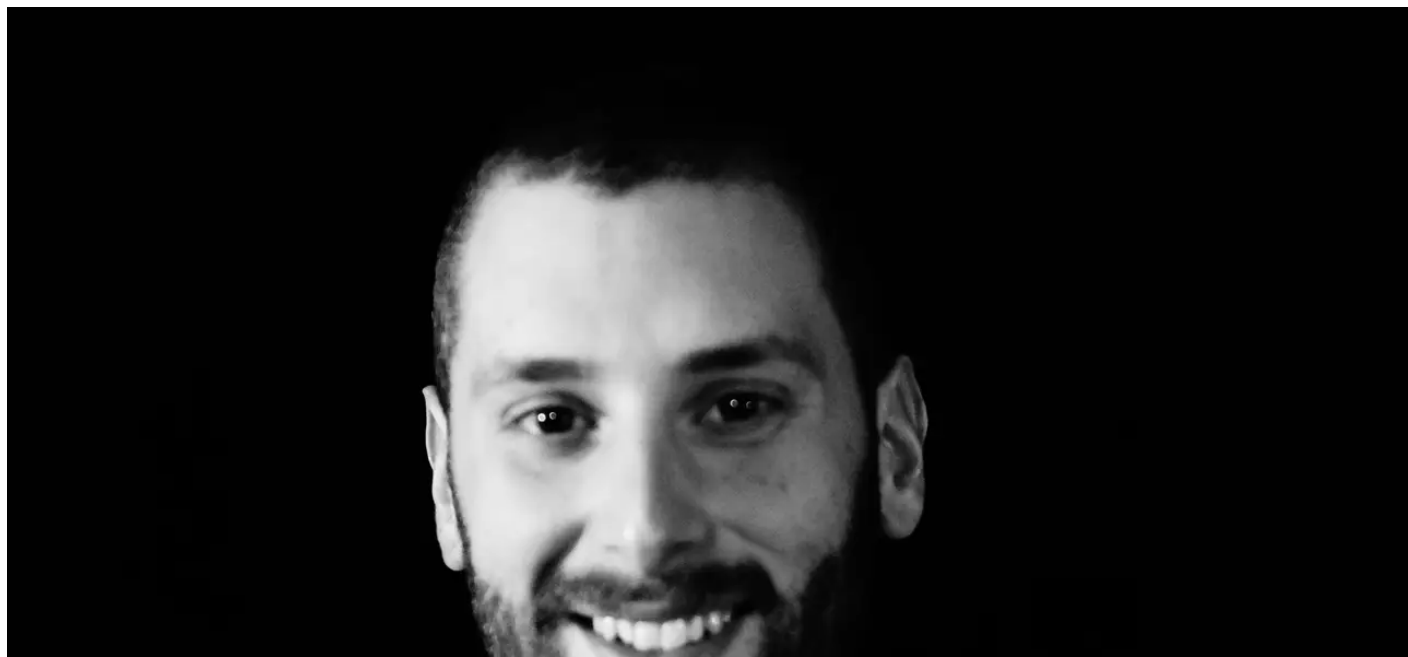
privacy protections like data encryption before they became fashionable.

Decentriq focuses on connecting advertisers and publishers that work in the cloud. Nikolas Molyndris, a senior product manager at Decentriq, previously told Insider that Decentriq addressed the security risk associated with having data in the cloud by heavying up on encryption.

Decentriq worked with clients like Credit Suisse and Swiss Army before moving into advertising. It currently operates in Europe and the Middle East, and is moving into the US.

Didomi: Wants to help companies collect consumer consent with minimal business disruption
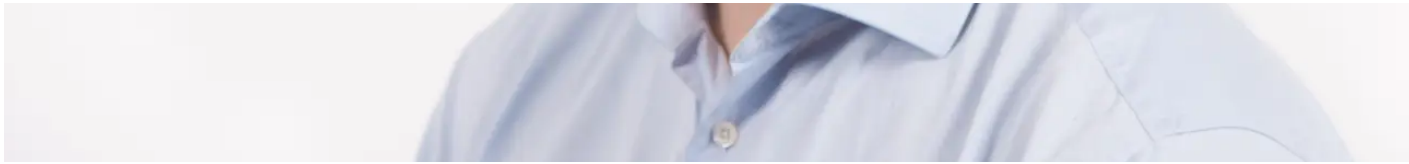
Comment: On the surface, getting consumers' permission to use their data for marketing purposes seems easy: Surface a pop-up with a few checkboxes. But there's a lot of backend work that needs to happen to make sure people's data is only used for the purpose they agreed on, and to make sure those parameters get passed across different marketing technologies. For instance, a site visitor might let a company use their data to measure but not to track.

Founded in 2017 in France, Didomi lets companies collect consumer consent across both mobile and desktop websites, apps, and call centers. Its auditing tool lets companies figure out which adtech companies are hooked into their website, if those tech partners are doing things like dropping cookies, and whether they need consumers' consent to continue doing so. Didomi also offers analytics that help marketers understand what consumers are consenting to and what they're not, and sends that info to all the partners used by marketers and publishers.

Most of Didomi's business is in Europe, but US state regulations like California's CCPA and privacy crackdowns by tech giants like Google are creating more demand for its technology across the pond. It has over 700 clients, including French telco Orange, McDonald's, Rakuten, Giphy, and Harrod's.

Habu: Wants to facilitate data collaboration between advertisers and publishers

Habu boasts two big differentiators: Its software works on whatever cloud or advertising platform its clients use, and it lets its clients build whatever functions they require, whether that's finding audience overlaps, data mapping, audience segmentation, or measurement.

## Infosum: Wants to help companies share their data with each other without exposing it

Comment: The London-based data onboarding startup originated in 2015 by DataSift founder Nick Halstead, who wanted to build a platform that would give companies access to each other's data safely without having to share it.

Led by former AT&T Xandr exec Brian Lesser, it works with brands, data providers, and media owners, including AT&T, Disney, Omnicom, Foursquare, and Dentsu's Merkle.

Its platform helps these clients compare their datasets in a privacy-friendly way. Clients put their datasets into separate digital "bunkers," which lets them make comparisons without the data ever leaving the premises.

In theory, this approach helps preserve consumer privacy, while also giving data owners companies more control over the data they choose to share with partners. Its technology can also be used to power data clean rooms, where its clients can compare anonymized data like email addresses, street addresses, or phone numbers.

LiveRamp: Wants to help advertisers share data with publishers and third-party data collectors
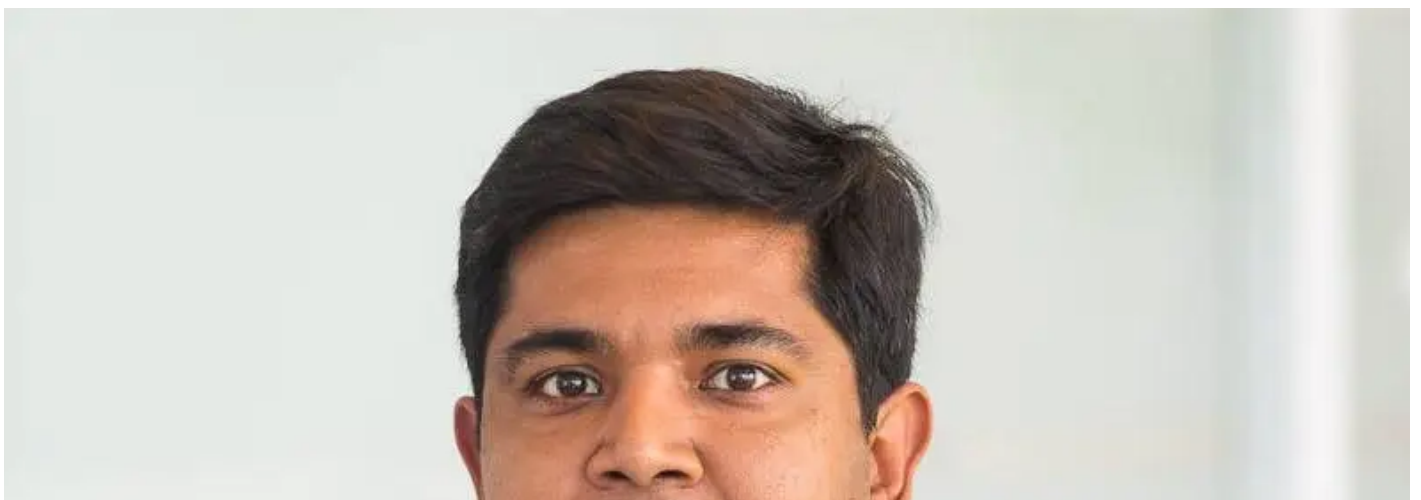
bullet makes data sharing completely secure, said David Gilmore, who leads product development and innovation at the company. Gilmore joined LiveRamp in 2021 after the tech vendor acquired his company, DataFleets, for $68 million, to bolster its privacy offerings.

For example, LiveRamp offers "federated learning," where clients can aggregate and process their data on their own cloud platforms so they don't have to transfer their data elsewhere and risk having it seen by others. Gilmore calls it a "clean room on steroids."

Mine: Wants to help people control which companies have their data and help companies comply with people's deletion requests
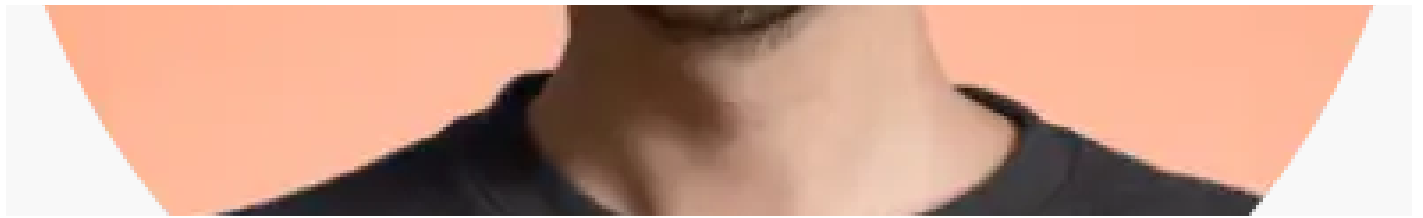
Comment: The Israeli company was founded in 2019 and its initial product let consumers see which companies had their data and how much of a risk they faced if those companies were breached. Its app lets people send requests to those companies to have their data deleted. In late 2021, Mine launched an enterprise product to make it easy for companies to delete that data.

Acting on a consumers' deletion request is difficult because that data often exists across disparate systems. Mine has more than 300 APIs, plugging into enterprise tech from vendors like Salesforce or Shopify, to make it easy for companies to identify a consumers' data and delete it. The company also supplies templates that companies can send to consumers notifying them that their data has been deleted.

Mine started selling to companies in late 2021. In early 2022, the company said that it had 50 paying clients, as well as 2,000 using its free service (which lets companies handle five deletion requests per month), said company co-founder and CEO Gal Ringel, though he wouldn't identify who. While most of Mine's business is in Europe, where GDPR compels companies to comply with deletion requests, the company hopes to take advantage of the growing data privacy regulations in the US.

Novatiq: Wants to verify customer IDs by using telecommunication data

telcos in the US.

Earlier this year, Field said Novatiq plans to roll out measurement and attribution tools as well as an aggregated analytics platform that would show users' relationships with certain brands.

Optable: Wants to make it easy for advertisers to use data cleanrooms

main clients, to compare their data with advertisers. The tech vendor encrypts publishers' and advertisers' data so neither side exposes people's personal information.

Optable's three cofounders — CEO Yves Poiré, CTO Bosko Milekic, and chief product officer Vlad Stesin — previously owned a DSP platform called AdGear and sold the company to Samsung Electronics Canada Inc. before founding Optable in 2020.

Optable said it wants to develop new analytics tools that build reports on the audiences that advertisers and publishers share, as well as features that legal and privacy execs can use to see how data is being used in advertising.

Permission.io: Wants to help consumers monetize their data by paying them in crypto to watch ads and shop online
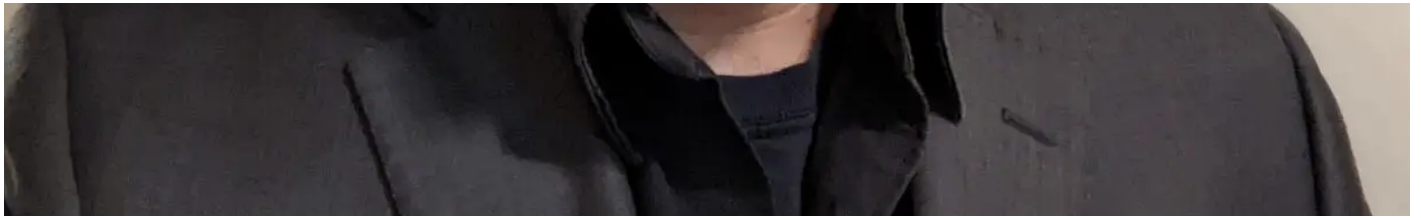
Comment: The Web3 startup has monetized consent online, and rewards people for opting in and sharing their anonymized data with its cryptocurrency, Permission Coin (ASK).

In 2021, Permission.io rolled out a Google Chrome Extension to allow people to mine ASK.

It has also launched a demand-side platform called Permission Ads, which lets advertisers run campaigns through the open web and offer ASK rewards to users in exchange for first-party data. It's currently running beta campaigns, and earns 5-15% percent of the brand's media spend depending on the size of the campaign.

Permission.io has partnerships with companies including Google Cloud, Google Ad Exchange, Xandr, App Nexus, LiveRamp and Auth0.

## Permutive: Wants to help advertisers target users without cookies

Comment: Permutive offers an alternative to cookie-based advertising using first-party data from publishers to create anonymized audiences. The publishers can then target audiences on the advertisers' behalf.

The company does this by embedding within the sites of about 100 publisher clients like Insider, Hearst, and Condé Nast. Its software processes data around how users interact with a publishers' content on both mobile and desktop. That data is uploaded into a cleanroom run by Permutive, where advertisers and publishers can do data matching, which is then anonymized. Permutive said it processes data on one billion devices every month.

The company is trying to sell its software to advertisers while expanding into Asia and Europe. It's building analytics tools that allow publishers to respond to RFPs with stronger metrics and sell their data.

Qonsent: Allows consumers to decide what data they share with advertisers
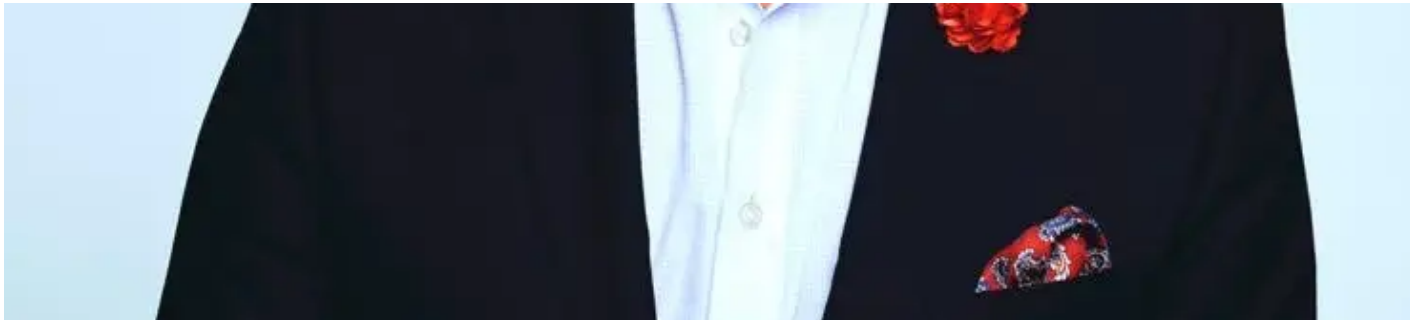
who formerly oversaw data strategy and product innovation at WarnerMedia.

Qonsent lets brands offer people perks like discounts in exchange for sharing their consumer data using QR codes in stores and other locations.

Qonsent also has an app where people can engage with brands they've opted to have a relationship with and dictate what data they share and for how long.

Founded in 2021, Qonsent's clients include DTC brand Emu and kids education app Encantos, as well as two agency holding companies, whom Redniss previously declined to name.

Reklaim: Wants to let people make money off their personal data while helping advertisers get full consent

consumers' consent.

Spun out of a company called Freckle IOT in 2020, Reklaim alerts consumers of all their public data being used by adtech companies like LiveRamp and Xandr, then asks for their consent to use the data, often by offering them a small percentage of the data that they could end up selling to advertisers.

In early 2022, Reklaim had 100,000 unique profiles, gathered data on 320 million people and gained the full consent of 125 million people to use their data for ad campaigns.

Ira Levy, CFO at Reklaim, previously told Insider that the company provides advertisers consent directly from consumers and ensures they won't be liable to big regulatory fines.

Sourcepoint: Wants to help advertisers and publishers get consumer consent

and how they're using it, while letting consumers dictate how their data will be used.

COO and cofounder Brian Kane previously told Insider that the platform differentiates itself by letting publishers A/B test their messaging to see which are the most successful.

The company's other privacy tech tools include Diagnose, which scans publishers' ad tech vendors for violations and privacy risks; and Privacy Lens, which helps advertisers and publishers monitor where their ads are being placed and audit them for privacy violations.

Kane previously said Sourcepoint works with four large agency holding companies, including Omnicom Media Group.

TerraTrue: Promises to streamline advertisers' product development process
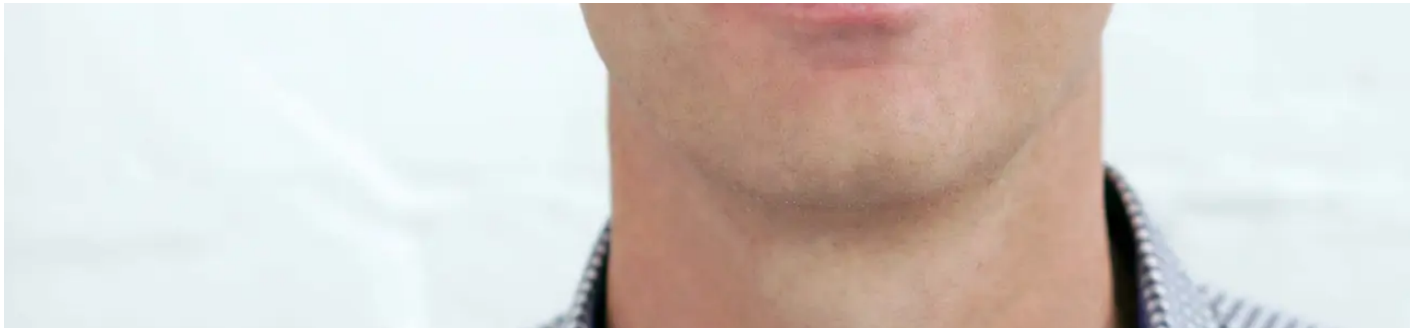
TerraTrue automates this process by capturing the data that clients like Roku and Robinhood collect. It audits how it's processed and used, then flags any potential violations and makes compliance recommendations to them.

TerraTrue says that because it makes this process seamless, companies can keep developing products without sacrificing consumer privacy. That value proposition has won over investors like Chris Sacca, who invested in tech giants like Twitter, Uber, and Instagram.

Founded in 2019, TerraTrue was built on the same concept that cofounders CEO Jad Boutros and COO Chris Handman developed in 2014 while working at Snapchat.

Boutros and Handman were tasked with coming up with a new privacy program to review its data practices as the FTC was auditing Snapchat for violating consumer privacy. The program they built conducted 5,000 reviews every year.

Wyng: Wants to help advertisers and publishers collect data from consumers they share in exchange for a more personalized experience
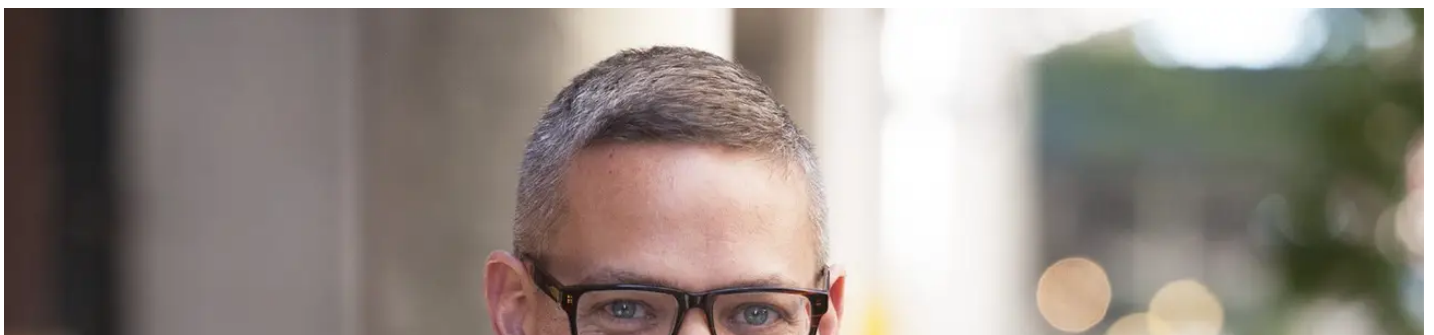
The idea is that this way of collecting data lets companies be more relevant to consumers while building trust by giving them more transparency and control over their data. It's also less creepy, as people are opting in, versus first-party data, which tracks people's digital footprints behind-the-scenes.

Sean Czarnecki and Tanya Dua contributed to an earlier version of this article.

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