



General Data Protection Regulation (GDPR)

A specialized platform for managing GDPR compliance across your digital assets

Define and control digital risk exposure by ensuring that your websites and mobile apps comply with the EU's General Data Protection Regulation (GDPR).

Real-time insight into non-compliant activity on your digital assets

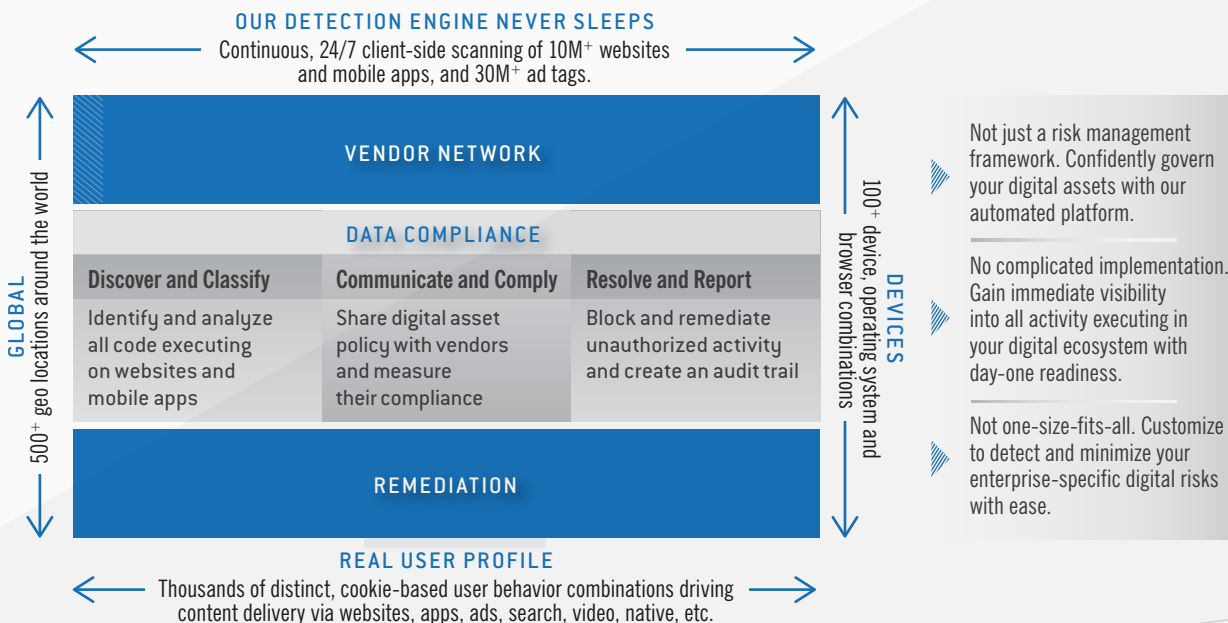
The ability to effectively demonstrate GDPR compliance across your digital ecosystem mitigates the prospect of penalties, hefty fines and the ensuing reputational harm.

The Media Trust's **Digital Vendor Risk Management (DVRM)** platform provides real-time visibility and insight into non-compliant activity and threats operating in your website and mobile app environments. Unlike tag and consent managers, which do not monitor code that renders a consumer's browser experience, DVRM continuously monitors your valuable digital assets from a real user perspective. The SaaS platform exposes unauthorized data tracking activity and data leakage, actively facilitates the resolution of policy violations, and generates an audit trail to demonstrate reasonable care.



Operationalize GDPR compliance for websites and mobile apps

Backed by 10+ years of experience monitoring the global digital ecosystem, The Media Trust's SaaS platform provides unparalleled expertise to accurately identify digital vendors, evaluate their activity, and actively resolve GDPR-violating behavior.





Govern your digital ecosystem

You can't control what you don't know. We shed light on your partner activity 24/7/365.

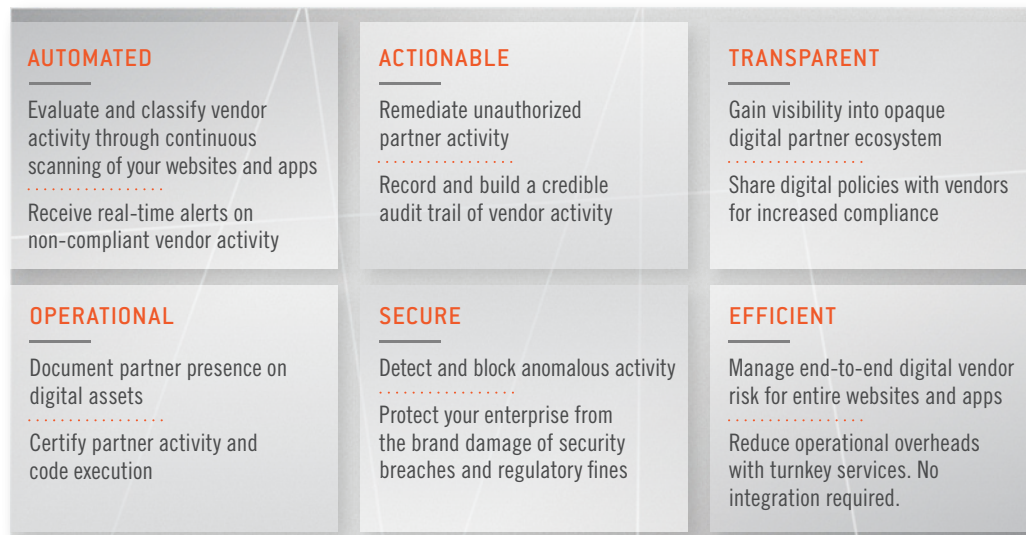
Powered by The Media Trust's proprietary technology, DVRM functions as a GDPR compliance mechanism by enabling the management and control of unmonitored digital assets.

- **Partner discovery.** Identifies and documents your direct and indirect partners associated with delivering public-facing digital content.
- **Cookie classification.** Categorizes the types of cookies executing on your digital properties.
- **Privacy policy compliance.** Evaluates partner cookie drops, pixel fires and other data tracking elements that identify users and/or their devices to verify compliance with GDPR directives.
- **Violation resolution.** Remediates any unauthorized or non-compliant consumer data collection via direct communication with violating partner.
- **Partner authorization database.** Tracks your pre-approved partners and documents their approved activity scope, while actively flagging any unapproved partner.
- **Executive reporting dashboard.** Generates custom reports to track progress and demonstrate reasonable care.



Minimize GDPR violations

We demystify the complexity of your digital ecosystem. You make more informed decisions.



ABOUT US

The Media Trust is fixing the internet by creating better digital ecosystems to govern assets, connect partners and enable digital risk management. Established in 2005, The Media Trust leverages a physical presence in 65 countries and 500 cities to detect and remediate security, privacy, ad quality and performance violations executing on websites and mobile apps. More than 600 media publishers, ad tech providers, agencies, retailers and enterprises—including 40 of comScore's AdFocus Top 50 websites—rely on The Media Trust to protect their digital environment, their revenue and, most importantly, their brand.



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