



Data Compliance

A comprehensive solution to minimize digital data leakage and achieve security and regulatory compliance.



Digital data protection on a single platform

A lack of digital governance jeopardizes both your revenue and business reputation. Your inability to control data tracking results in the involuntary sharing of valuable audience data and exposes your enterprise to the violation of a myriad of data protection regulations and consumer complaints.

Powered by Media Scanner™, The Media Trust's **Data Compliance** product helps control unauthorized data collection activity on your mobile apps and websites while also providing a credible audit trail. Take the steps to comply with various data protection regulations (GDPR, COPPA, HIPAA, FERPA, and more), adopt industry standards (PCI DSS, TAG, IAB Standard Ad Unit Portfolio, etc.) and easily enforce your own company policies. Continuous scanning of the dynamic digital environment is the only way to mitigate the prospect of penalties, hefty fines, lost revenue, and the ensuing reputational harm.

7,988+

No. of years for longest detected cookie lifespan

50-95%

Average non-owned or operated code in digital assets

3M+

User-identifying cookies with 6 month+ lifespan detected per day

Capitalize on an unprecedented view into the digital ecosystem

Derived from 10+ years of monitoring the digital ecosystem, our proprietary scanning technology is:

- **Continuous:** 24/7 client-side scanning of 10M+ mobile apps and websites, and 30M+ ad tags
- **Comprehensive:** 100+ device, operating system, and browser combinations
- **Global:** 500+ geo locations around the world
- **Unique:** 1,000+ real-user behavior combinations used for targeting digital content in formats such as display, audio, video, native, etc
- **Flexible:** Customizable to client-selected policies, regulatory requirements, or industry

REQUIREMENTS

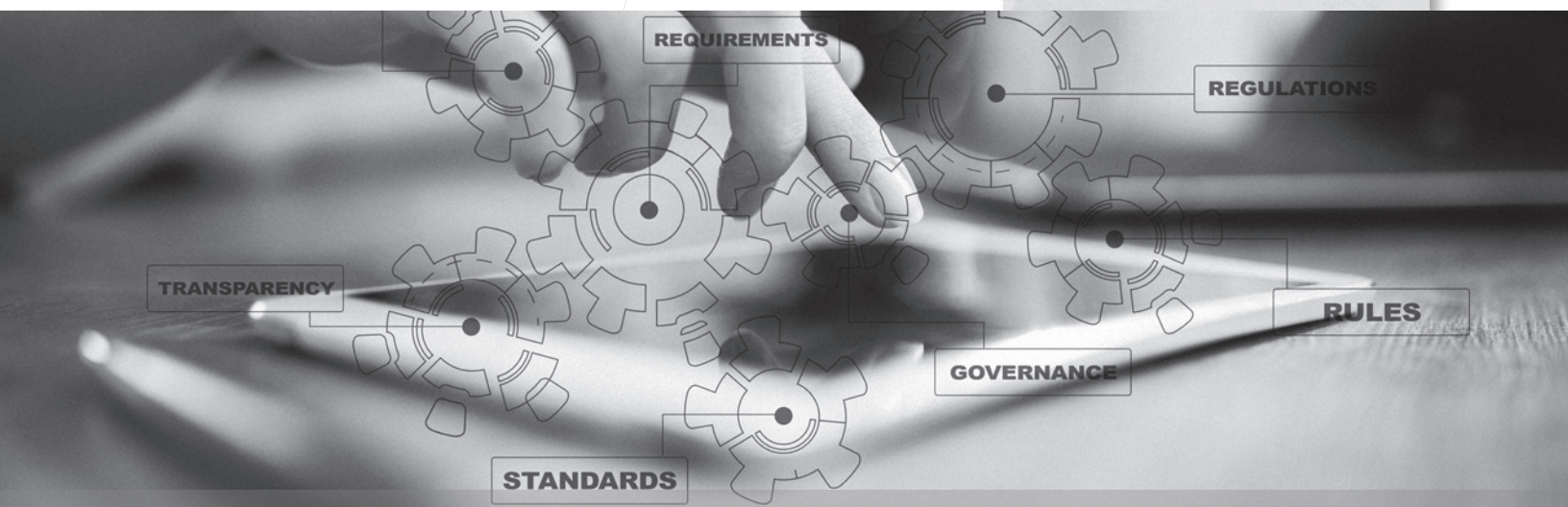
REGULATIONS

TRANSPARENCY

RULES

GOVERNANCE

STANDARDS





Go beyond checklists and static data platforms

Conventional governance, risk management and compliance (GRC) tools and questionnaires fall short when it comes to dynamic digital assets that require continuous monitoring. Gain immediate visibility into and optimal control over your digital ecosystems with The Media Trust's Data Compliance solution.

Know your partners. Maps your digital footprint by identifying and evaluating direct and indirect digital vendors contributing code to your mobile apps and websites.

Manage your partners: Facilitates the communication and enforcement of digital policies regarding data collection and use.

Cookie compliance: Detects, classifies, and reports on all tracking activity that violate digital data policies.

Domain classification: Classifies detected domains in your digital assets for easy management.

Real-time alerts: Instantly notifies you on data policy violations in your digital environment.

Audit Trail: Builds an audit trail for easy reporting as you remediate and block unauthorized activity.



Operationalize and streamline violation resolution

Transparent

Gain complete insight into your digital ecosystem

Automated

Codify digital policies and manage end-to-end digital vendor risk for mobile apps and websites

Efficient

Reduce operational overheads with turnkey services. Minimal integration required.

Actionable

Protect your enterprise from fines and/or penalties by detecting unauthorized cookie drops, pixel fires, device ID tracking, and other user data collection activity

Streamlined

Resolve violations by communicating with your partner directly via our platform

Lightweight

Access turnkey services that seamlessly fit into existing workflows and tech stack

Complementary Products:

- ▶ GDPR
- ▶ Malware Prevention
- ▶ Digital Vendor Risk Management

