



```
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</div>
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::after
1m0yz2qcrbc.1.2:$d">.../script
http://www.max.com
```

DIGITAL VENDOR RISK MANAGEMENT:

# General Data Protection Regulation (GDPR)



Discover and classify  
partner activity



Communicate and enable  
shared obligations



Resolve and  
demonstrate compliance

# Continuous. Centralized. Controlled.

## 1

### Automatized Data Inventory

- Gain complete insight into your digital ecosystem.
- Discover all executing code, including third, fourth and fifth party contributed code on your mobile app/website.
- Identify direct and indirect digital partners and their activities such as pixel fires, cookie drops, and other data tracking activity.
- Learn more about cookie lifespans and personally identifiable information processing on your digital properties to better evaluate GDPR compliance risks.

## 2

### Increased Accountability

- Create a network of authorized partners and communicate expectations for GDPR compliance.
- Enable shared obligations and define the scope of authorized partner activities.
- Develop a customized digital asset policy with rulesets to communicate with your digital partners.
- Issue real-time alerts about violations to partners via a centralized, no-hassle platform.

## 3

### Centralized Record Keeping

- Generate a credible audit trail and demonstrate reasonable care.
- Conduct routine audits to build tailored reports on GDPR compliance for your digital assets.
- Streamline the remediation of GDPR violating consumer data collection activity



THE MEDIA TRUST

Creating better digital ecosystems to govern assets, connect partners, and enable digital risk management.

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