Online privacy and the impact on advertising

James Akers, Wednesday 7 July 2021

Digital Culture Network

ARTS COUNCIL ENGLAND

digitalnetwork@artscouncil.org.uk

digitalculturenetwork.org.uk

Digital Culture Network

ARTS COUNCIL ENGLAND

Ask a Tech Champion | Events | External Support | News | About | Knowledge Hub

We've created resources and advice for you to use during the COVID-19 lockdown. Read More

Digital skills for the arts

Welcome to your Digital Culture Network

We are here to develop your organisation's digital skills. Working across the arts and culture sector, the Network is led by nine specialist Tech Champions. We want you to be a part of it.

Browse our Knowledge Hub

Knowledge Hub

Beginner Read

Video and Digital Content

Podcasting and how to get started

This resource provides information and advice on making podcasts. As well as considerations for generating content, it contains guidance on hardware, software, and distribution methods.

Marc Burns · 2 months ago

Beginner Read

Social Media

Engaging Audiences with Social Media

Whilst your audiences, participants or stakeholders may not be able to engage with you physically at the moment, you can still reach people through social media.

Haydn Corrodus · 2 months ago

Beginner Read

Social Media

Introduction to Social Media

Social media is a unique and powerful way to help your organisation thrive and engage with your audience. Read on to find out more.

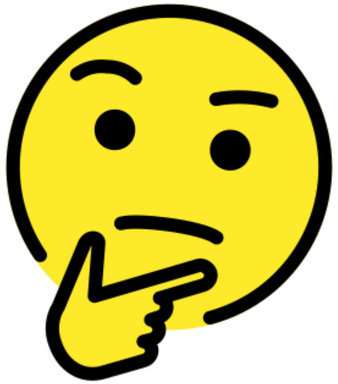
Haydn Corrodus · 4 months ago

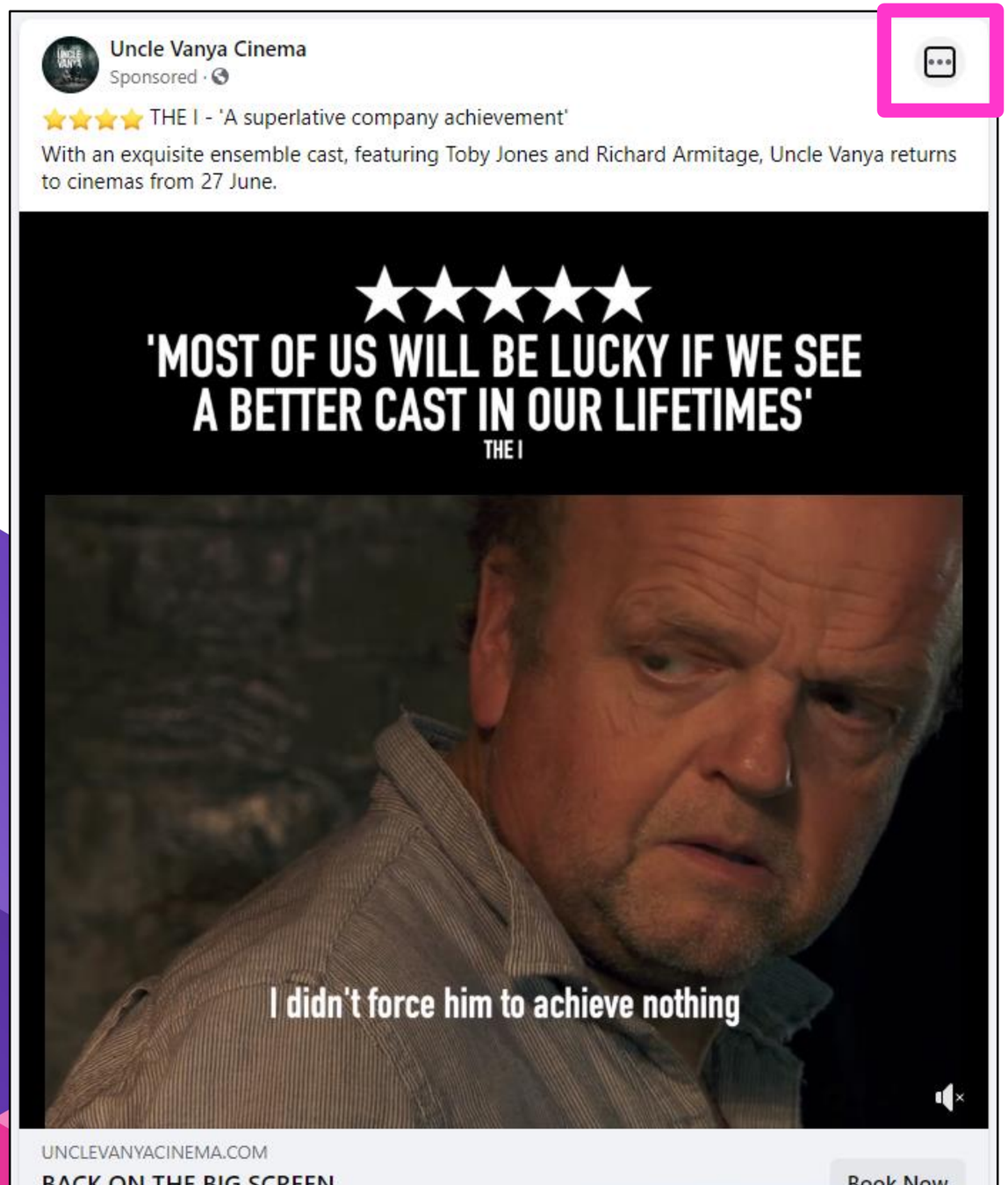
- Is my phone listening to me?
- Cookies!
- [Short break]
- What is changing and why?
- The impact on digital marketing
- Next steps and Q&A

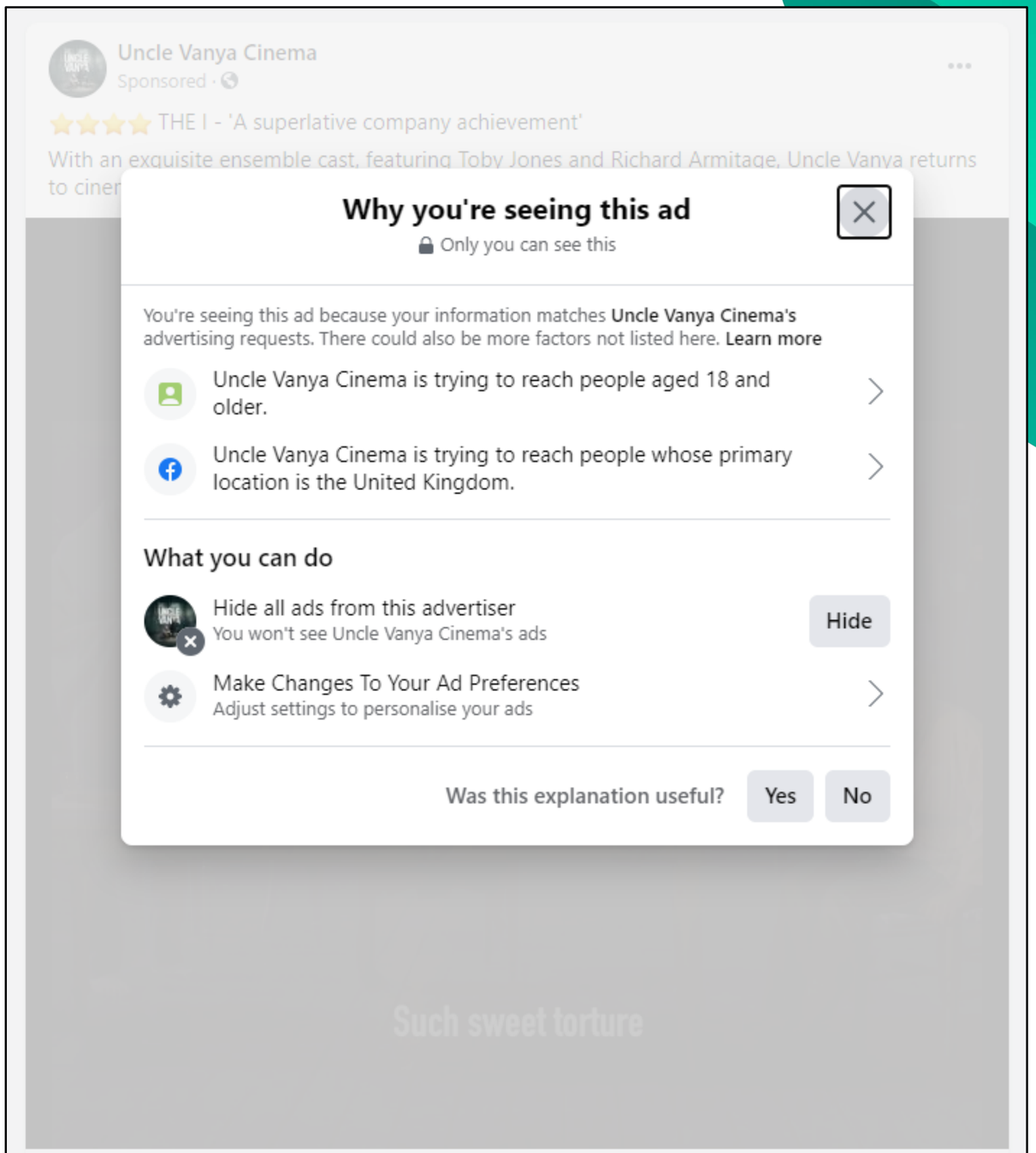
The curious case of the high pressure shower head

Question time

Was my phone listening to my conversation to show me the ad?




Uncle Vanya Cinema
Sponsored ·
⭐⭐⭐⭐ THE I - 'A superlative company achievement'
With an exquisite ensemble cast, featuring Toby Jones and Richard Armitage, Uncle Vanya returns to cinemas from 27 June.
★★★★★
'MOST OF US WILL BE LUCKY IF WE SEE A BETTER CAST IN OUR LIFETIMES'
THE I
I didn't force him to achieve nothing
UNCLEVANYACINEMA.COM
BACK ON THE BIG SCREEN
Book Now


Uncle Vanya Cinema
Sponsored ·
⭐⭐⭐⭐ THE I - 'A superlative company achievement'
With an exquisite ensemble cast, featuring Toby Jones and Richard Armitage, Uncle Vanya returns to ciner
Why you're seeing this ad
Only you can see this
You're seeing this ad because your information matches Uncle Vanya Cinema's advertising requests. There could also be more factors not listed here. Learn more
Uncle Vanya Cinema is trying to reach people aged 18 and older.
Uncle Vanya Cinema is trying to reach people whose primary location is the United Kingdom.
What you can do
Hide all ads from this advertiser
You won't see Uncle Vanya Cinema's ads
Hide
Make Changes To Your Ad Preferences
Adjust settings to personalise your ads
Was this explanation useful?
Yes
No
Such sweet torture

CND
Sponsored ·

We're campaigning for a global ban of nu
official CND t-shirts.

All products are made from natural mater
packaging ☮️✌️

CNDUKSTORE.COM
Campaign For Nuclear Disarmamen

CND
Sponsored ·

We're campaigning for a global ban of nuclear weapons. Jo
official CND t-shirts.

All proc
packagi

Why you're seeing t

Only you can see thi

You're seeing this ad because your information matches
There could also be more factors not listed here. Learn

CND wants to reach people who may be
customers.

CND is trying to reach people aged 18 an

CND is trying to reach people whose prim
United Kingdom.

What you can do

Hide all ads from this advertiser
You won't see CND's ads

Make Changes To Your Ad Preferences
Adjust settings to personalise your ads

Was this explana

CND
Sponsored ·

We're campaigning for a global ban of nuclear weapons. Join us and show your support with our official CND t-shirts.

All proc
packagi

tic-free

Only you can see this

CND is trying to reach people whose primary location is the United Kingdom.

Facebook determined that you live in the United Kingdom based on a combination of signals, such as:

- The current town or city you entered on your profile
- Connection information, such as the IP address of your device
- Activity from the use of Facebook Products, such as check-ins
- Precise device location, if you've allowed us to collect it

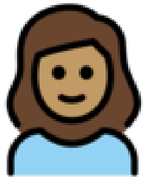
What you can do

Hide all ads from this advertiser
You won't see CND's ads
Hide

Manage location settings

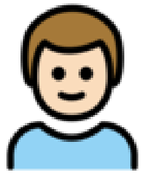
Was this explanation useful? Yes No

Existing Audience

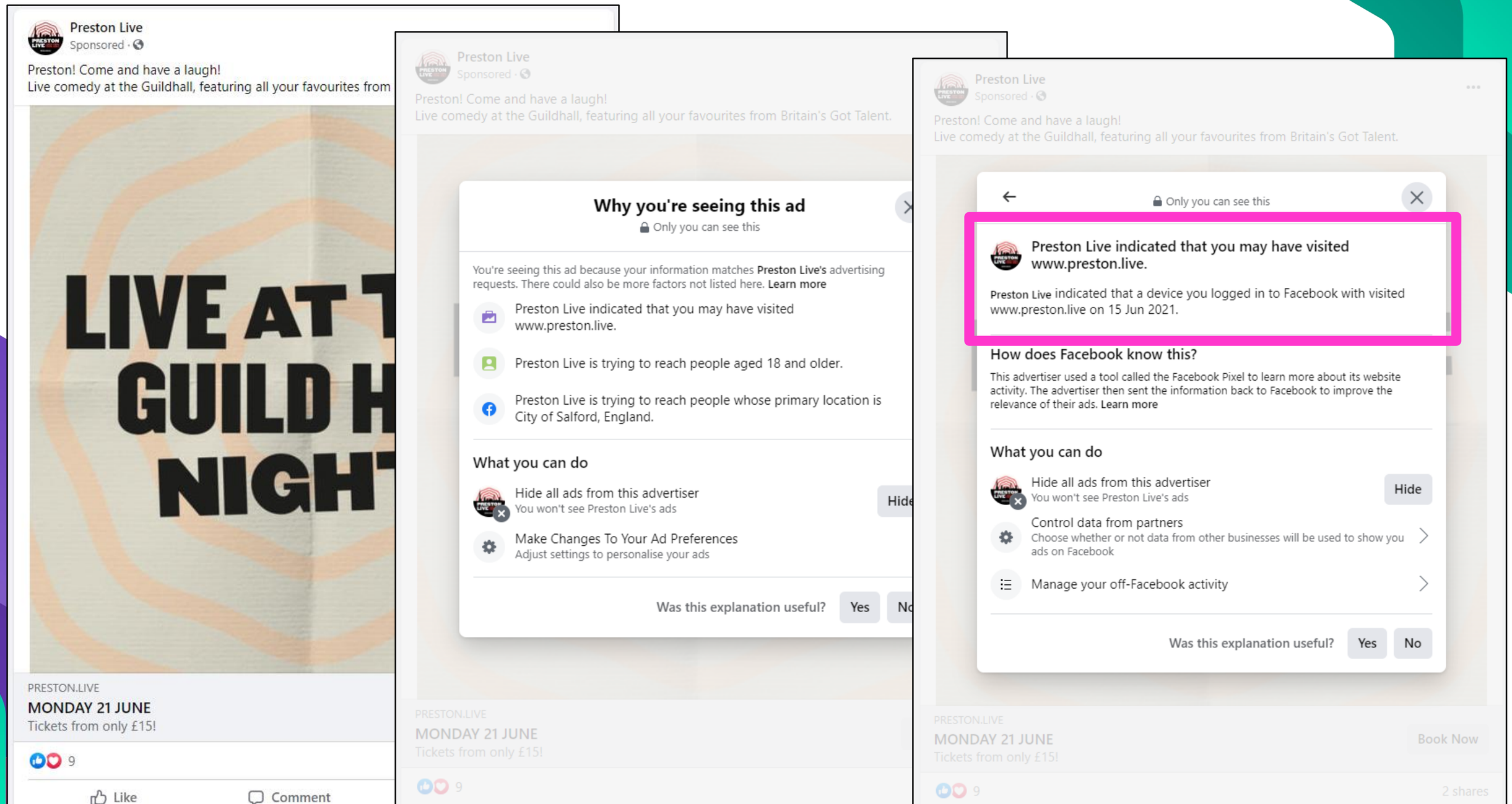


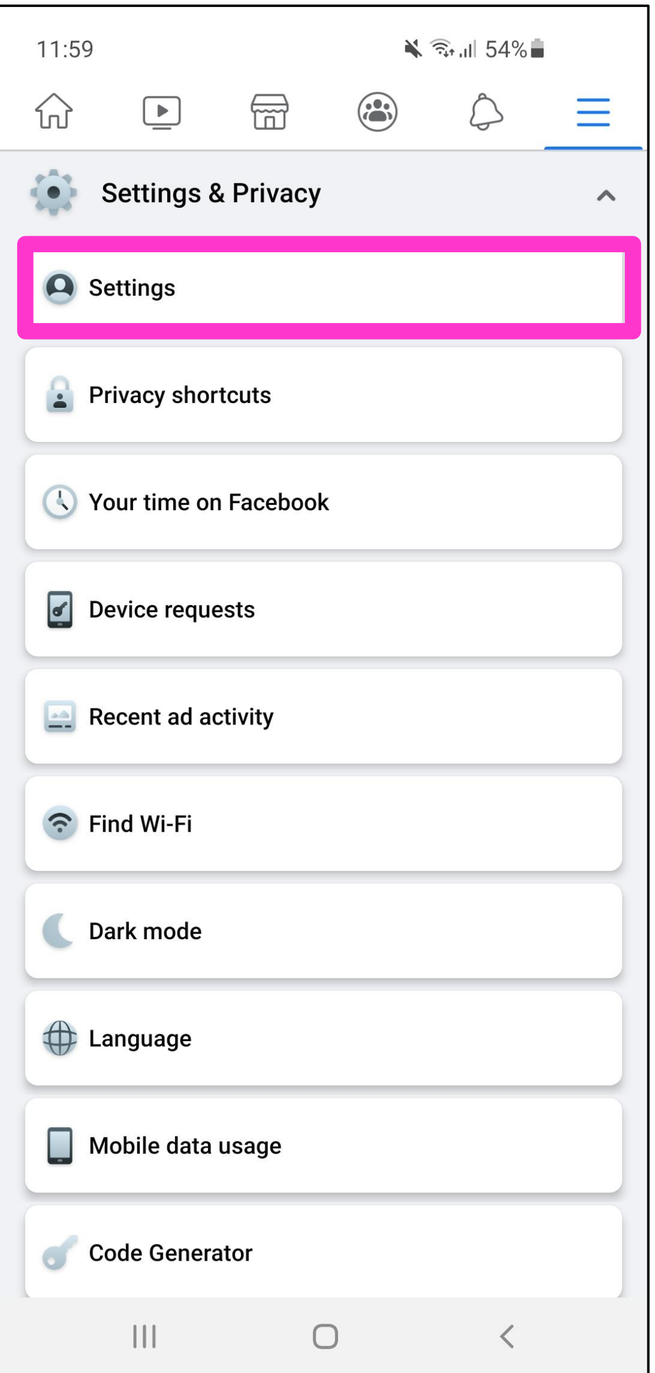
Age: Over 18
Lives in: United Kingdom
Interests: Outdoors, Eco-friendly products, Renewable energy

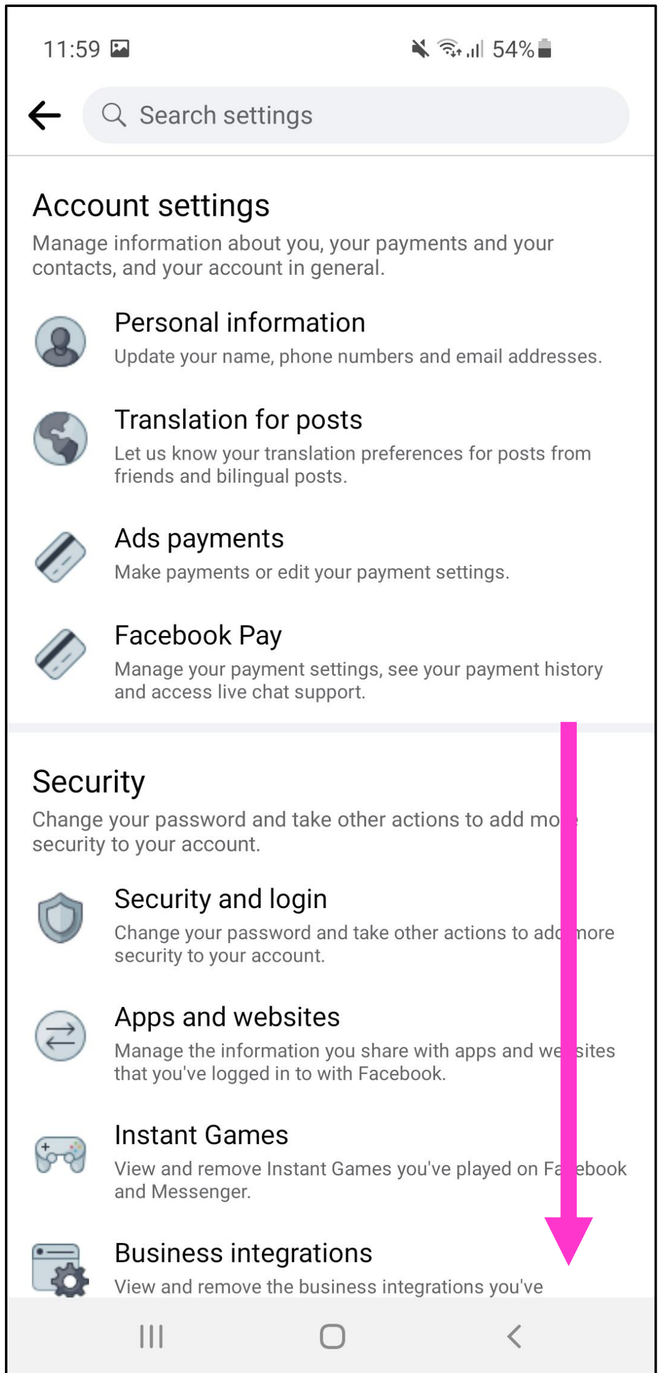
Lookalike Audience

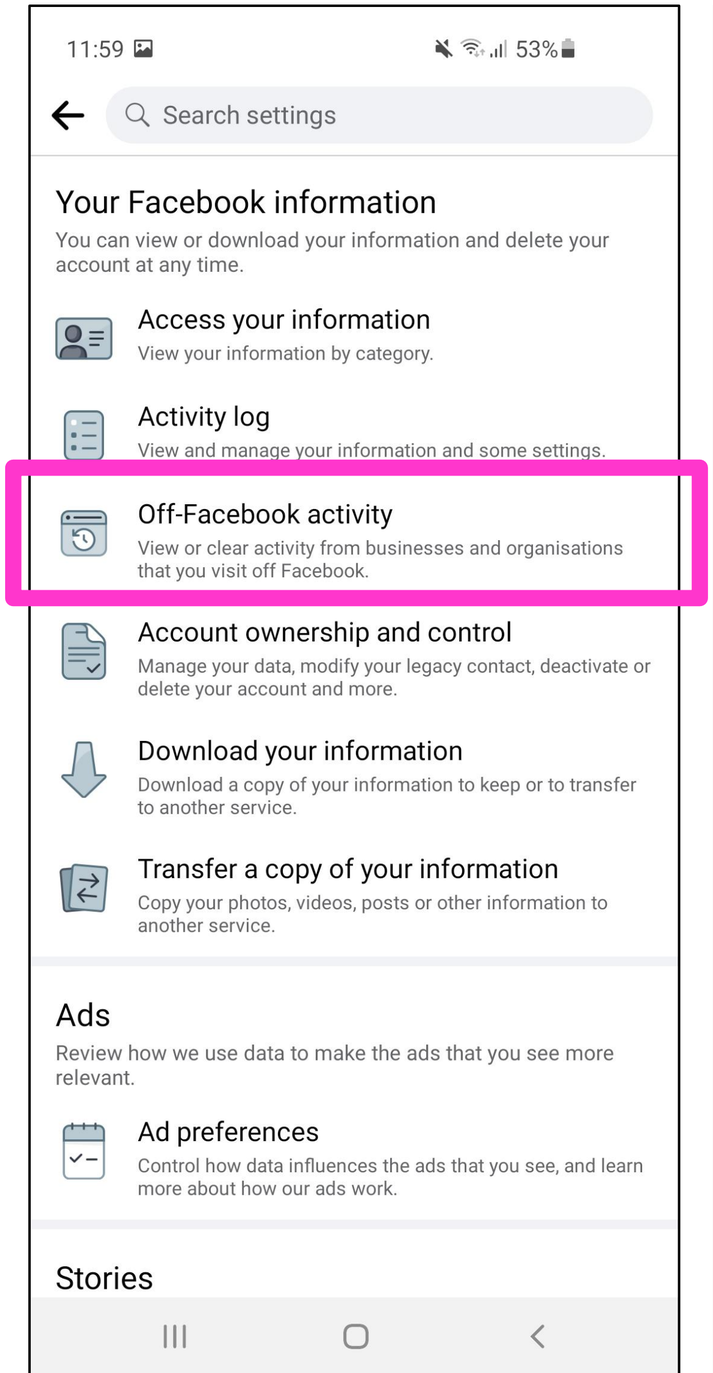


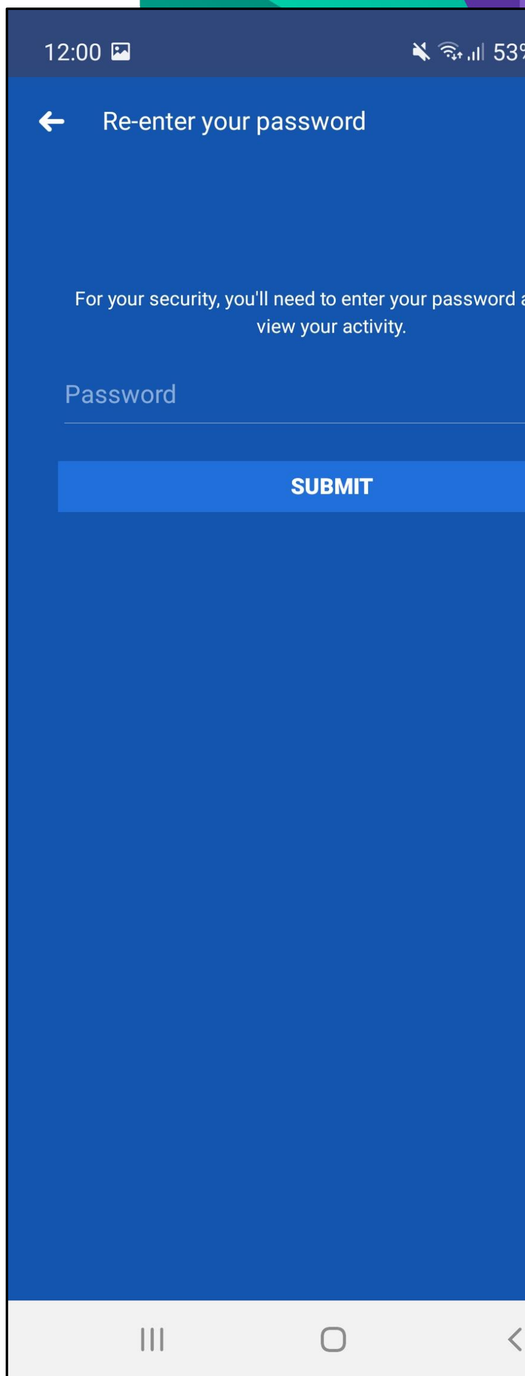
Age: Over 18
Lives in: United Kingdom
Interests: Outdoors, Eco-friendly products, Renewable energy

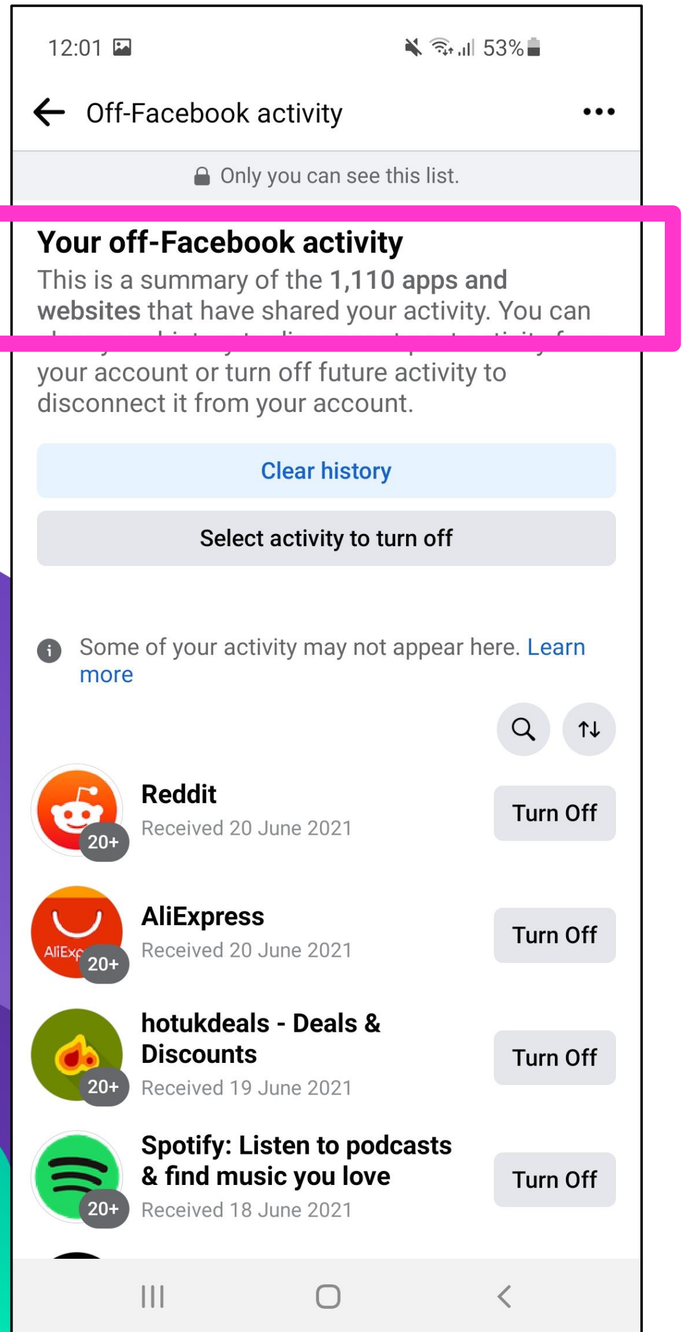

Preston Live
Sponsored
Preston! Come and have a laugh!
Live comedy at the Guildhall, featuring all your favourites from
PRESTON.LIVE
MONDAY 21 JUNE
Tickets from only £15!
9
Like
Comment
Why you're seeing this ad
Only you can see this
You're seeing this ad because your information matches Preston Live's advertising requests. There could also be more factors not listed here. Learn more
Preston Live indicated that you may have visited www.preston.live.
Preston Live is trying to reach people aged 18 and older.
Preston Live is trying to reach people whose primary location is City of Salford, England.
What you can do
Hide all ads from this advertiser
You won't see Preston Live's ads
Make Changes To Your Ad Preferences
Adjust settings to personalise your ads
Was this explanation useful?
Yes
Only you can see this
Preston Live indicated that you may have visited www.preston.live.
Preston Live indicated that a device you logged in to Facebook with visited www.preston.live on 15 Jun 2021.
How does Facebook know this?
This advertiser used a tool called the Facebook Pixel to learn more about its website activity. The advertiser then sent the information back to Facebook to improve the relevance of their ads. Learn more
What you can do
Hide all ads from this advertiser
You won't see Preston Live's ads
Hide
Control data from partners
Choose whether or not data from other businesses will be used to show you ads on Facebook
Manage your off-Facebook activity
Was this explanation useful?
Yes
No
Book Now
2 shares

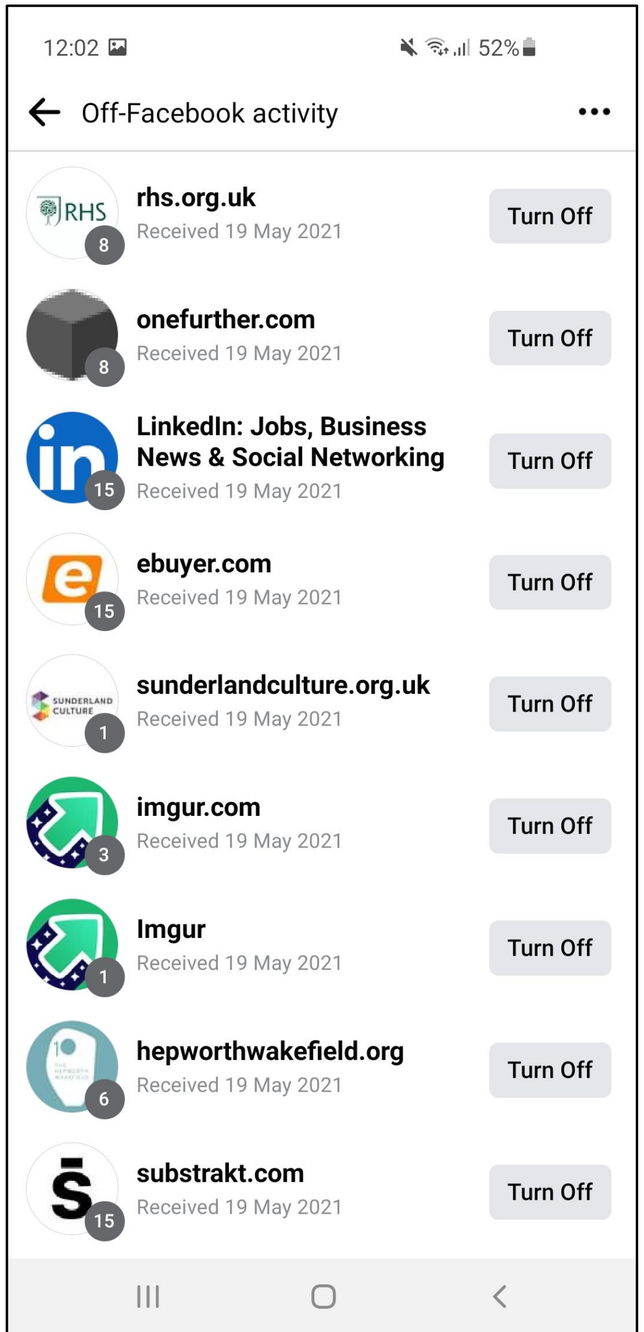

11:59
54%
Settings & Privacy
Settings
Privacy shortcuts
Your time on Facebook
Device requests
Recent ad activity
Find Wi-Fi
Dark mode
Language
Mobile data usage
Code Generator

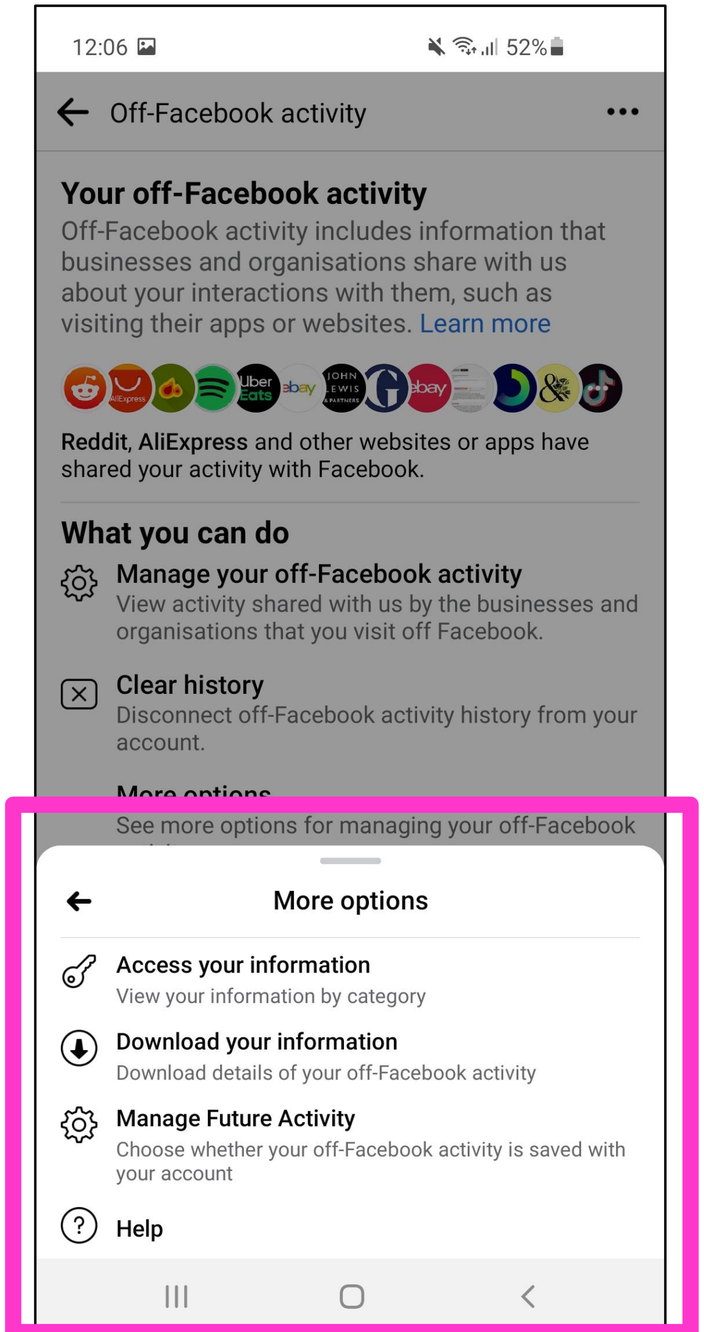

11:59
54%
Search settings
Account settings
Manage information about you, your payments and your contacts, and your account in general.
Personal information
Update your name, phone numbers and email addresses.
Translation for posts
Let us know your translation preferences for posts from friends and bilingual posts.
Ads payments
Make payments or edit your payment settings.
Facebook Pay
Manage your payment settings, see your payment history and access live chat support.
Security
Change your password and take other actions to add mo security to your account.
Security and login
Change your password and take other actions to add more security to your account.
Apps and websites
Manage the information you share with apps and we sites that you've logged in to with Facebook.
Instant Games
View and remove Instant Games you've played on Fa ebook and Messenger.
Business integrations
View and remove the business integrations you've


11:59
53%
Search settings
Your Facebook information
You can view or download your information and delete your account at any time.
Access your information
View your information by category.
Activity log
View and manage your information and some settings.
Off-Facebook activity
View or clear activity from businesses and organisations that you visit off Facebook.
Account ownership and control
Manage your data, modify your legacy contact, deactivate or delete your account and more.
Download your information
Download a copy of your information to keep or to transfer to another service.
Transfer a copy of your information
Copy your photos, videos, posts or other information to another service.
Ads
Review how we use data to make the ads that you see more relevant.
Ad preferences
Control how data influences the ads that you see, and learn more about how our ads work.
Stories

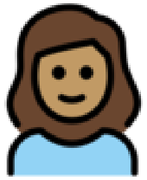

12:00
Re-enter your password
For your security, you'll need to enter your password a view your activity.
Password
SUBMIT


12:01
53%
Off-Facebook activity
Only you can see this list.
Your off-Facebook activity
This is a summary of the 1,110 apps and websites that have shared your activity. You can
your account or turn off future activity to disconnect it from your account.
Clear history
Select activity to turn off
Some of your activity may not appear here. Learn more
Reddit
Received 20 June 2021
Turn Off
AliExpress
Received 20 June 2021
Turn Off
hotukdeals - Deals & Discounts
Received 19 June 2021
Turn Off
Spotify: Listen to podcasts & find music you love
Received 18 June 2021
Turn Off


12:02
52%
Off-Facebook activity
rhs.org.uk
Received 19 May 2021
Turn Off
onefurther.com
Received 19 May 2021
Turn Off
LinkedIn: Jobs, Business News & Social Networking
Received 19 May 2021
Turn Off
ebuyer.com
Received 19 May 2021
Turn Off
sunderlandculture.org.uk
Received 19 May 2021
Turn Off
imgur.com
Received 19 May 2021
Turn Off
Imgur
Received 19 May 2021
Turn Off
hepworthwakefield.org
Received 19 May 2021
Turn Off
substrakt.com
Received 19 May 2021
Turn Off

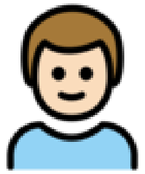

12:06
52%
Off-Facebook activity
Your off-Facebook activity
Off-Facebook activity includes information that businesses and organisations share with us about your interactions with them, such as visiting their apps or websites. Learn more
Reddit, AliExpress and other websites or apps have shared your activity with Facebook.
What you can do
Manage your off-Facebook activity
View activity shared with us by the businesses and organisations that you visit off Facebook.
Clear history
Disconnect off-Facebook activity history from your account.
See more options for managing your off-Facebook
More options
Access your information
View your information by category
Download your information
Download details of your off-Facebook activity
Manage Future Activity
Choose whether your off-Facebook activity is saved with your account
Help

Existing Audience



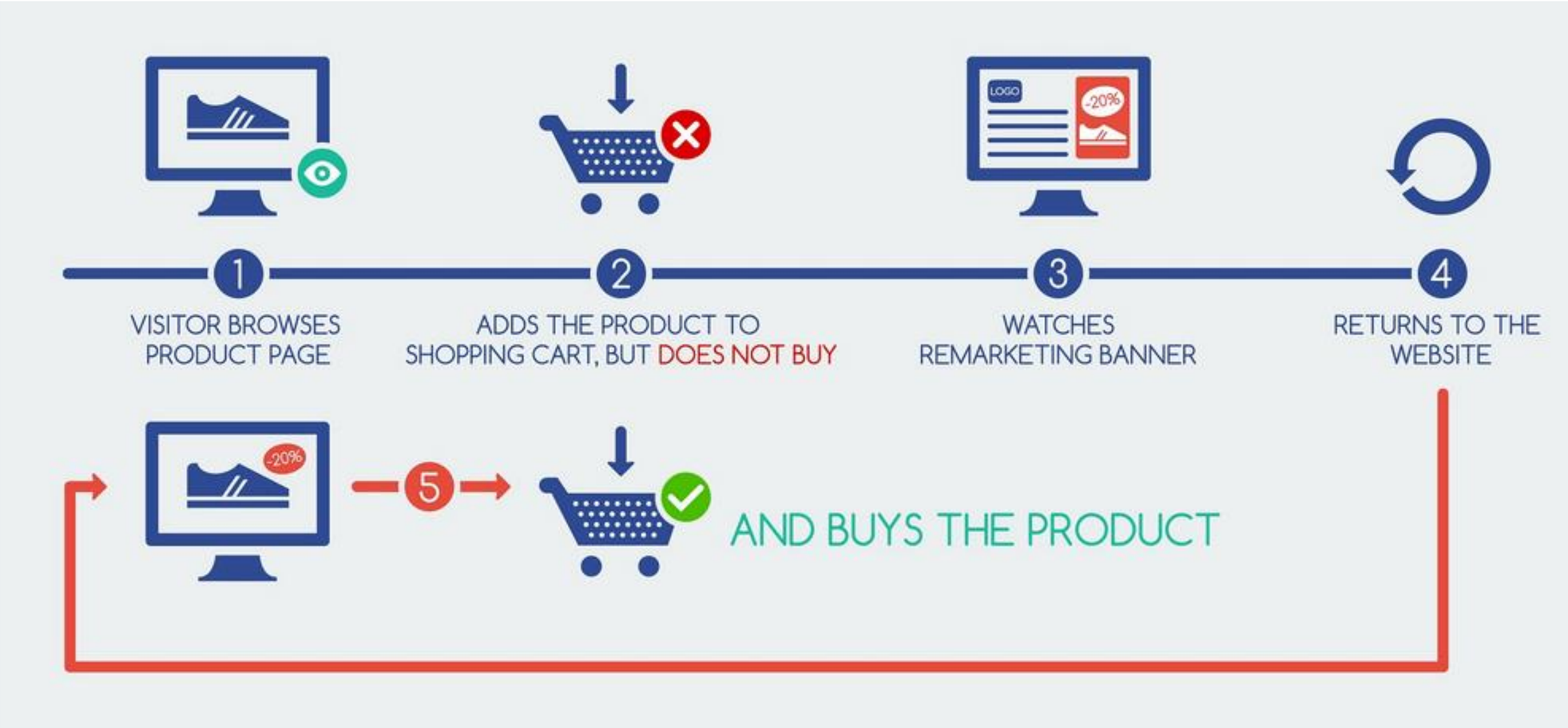
Age: Over 18
Lives in: United Kingdom
Interests: Hepworth Wakefield, One Further, Sunderland Culture, Substrakt, RHS

Lookalike Audience



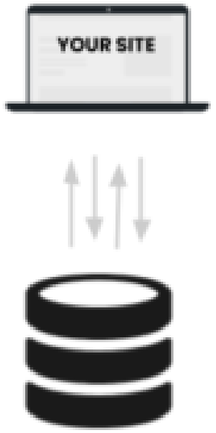
Age: Over 18
Lives in: United Kingdom
Interests: Hepworth Wakefield, One Further, Sunderland Culture, Substrakt, RHS

Remarketing

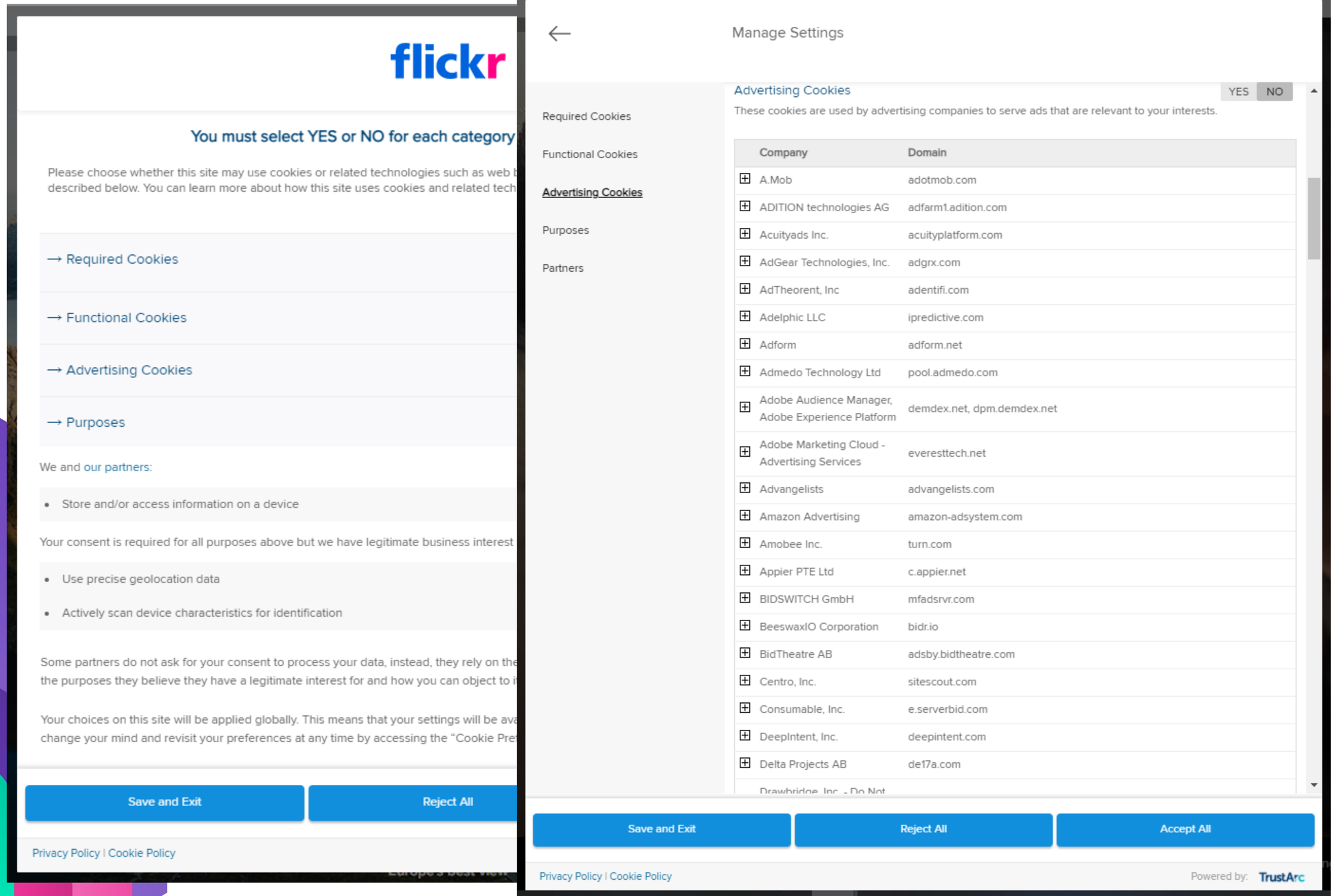


- Is my phone listening to me?
- Cookies!
- [Short break]
- What is changing and why?
- The impact on digital marketing
- Next steps and Q&A

Cookies!



FIRST-PARTY COOKIE


flickr
You must select YES or NO for each category
Please choose whether this site may use cookies or related technologies such as web b
described below. You can learn more about how this site uses cookies and related tech
→ Required Cookies
→ Functional Cookies
→ Advertising Cookies
→ Purposes
We and our partners:
Store and/or access information on a device
Your consent is required for all purposes above but we have legitimate business interest
Use precise geolocation data
Actively scan device characteristics for identification
Some partners do not ask for your consent to process your data, instead, they rely on the
the purposes they believe they have a legitimate interest for and how you can object to i
Your choices on this site will be applied globally. This means that your settings will be ava
change your mind and revisit your preferences at any time by accessing the "Cookie Pre
Save and Exit
Reject All
Privacy Policy | Cookie Policy
Manage Settings
Required Cookies
Functional Cookies
Advertising Cookies
Purposes
Partners
Advertising Cookies
YES
NO
These cookies are used by advertising companies to serve ads that are relevant to your interests.
Company
Domain
A.Mob
adotmob.com
ADITION technologies AG
adfarm1.adition.com
Acuityads Inc.
acuityplatform.com
AdGear Technologies, Inc.
adgrx.com
AdTheorent, Inc
adentifi.com
Adelphic LLC
ipredictive.com
Adform
adform.net
Admedo Technology Ltd
pool.admedo.com
Adobe Audience Manager, Adobe Experience Platform
demdex.net, dpm.demdex.net
Adobe Marketing Cloud - Advertising Services
everesttech.net
Advangelists
advangelists.com
Amazon Advertising
amazon-adsystem.com
Amobee Inc.
turn.com
Appier PTE Ltd
c.appier.net
BIDSWITCH GmbH
mfadsrvr.com
BeeswaxIO Corporation
bidr.io
BidTheatre AB
adsby.bidtheatre.com
Centro, Inc.
sitescout.com
Consumable, Inc.
e.serverbid.com
DeepIntent, Inc.
deepintent.com
Delta Projects AB
de17a.com
Save and Exit
Reject All
Accept All
Privacy Policy | Cookie Policy
Powered by: TrustArc

Lord Of The Rings: 25 Things Mo

thetravel.com/lord-of-the-rings-things-about-set-location-behind-the-scenes/

THE TRAVEL NEWS TRAVEL FOOD DESTINATIONS LIFESTYLE TRAVEL HACKS FOLLOW US

Lord Of The Rings: 25 Things Most People Do Not Know About The Movies That Was Filme

The filming of a Lord of the Rings volcano is only one of the things you'll read true fans already knew the

BY PAVIN PURHAR
PUBLISHED DEC 01, 2018

Many locations in the Lord of the Rings trilogy is altered by CGI [illegible]ted imagery). Peter Jackson attempted to use less CGI to make the movie appear as natural as possible. Instead of creating a purely CGI volcano for Mount Doom, he ingeniously decided to bring the cast and crew to an active New Zealand volcano. A daring move, but the result is awe-inspiring. The filming of a Lord of the Rings volcano is only one of the things you'll read

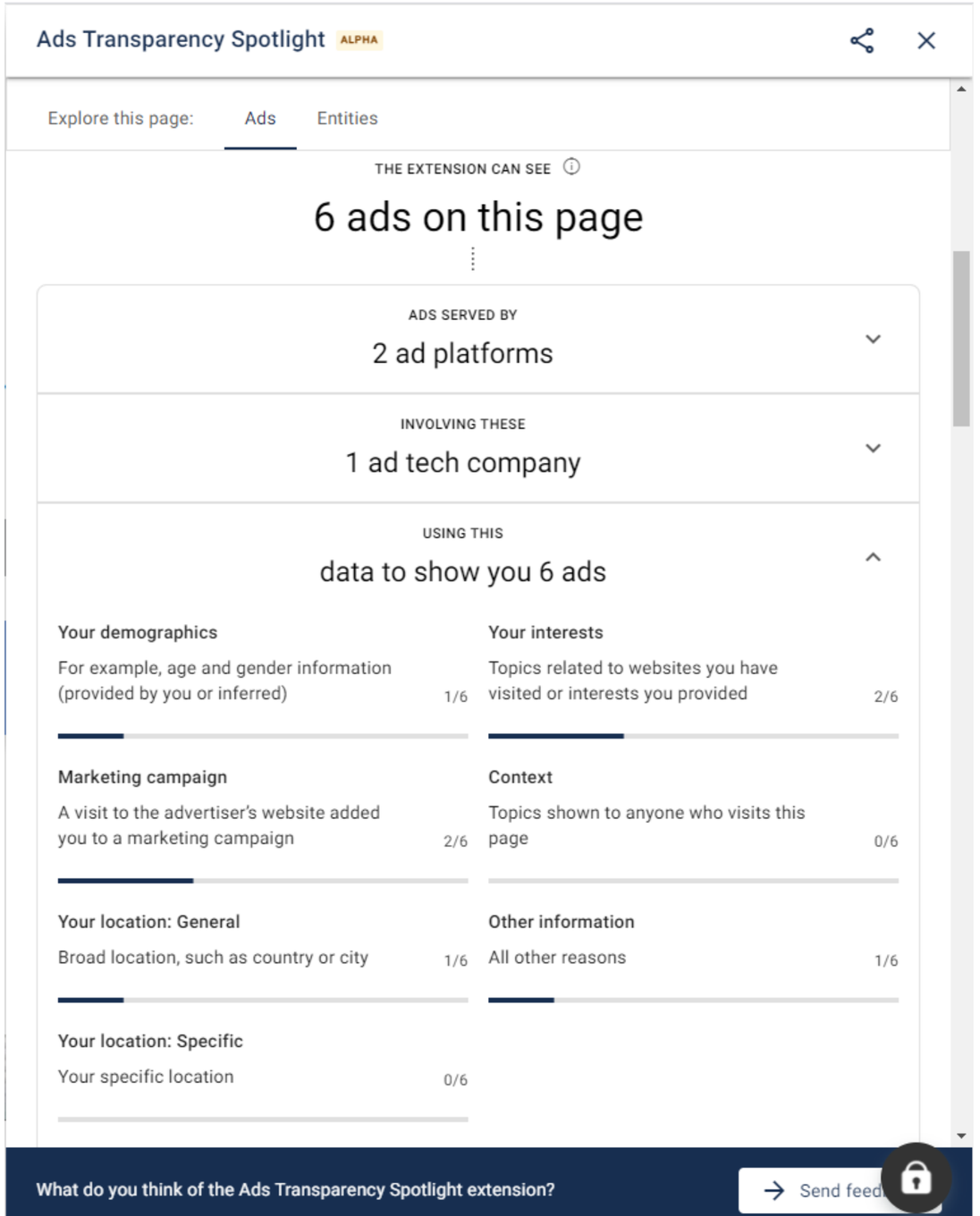
Our partners
Accept all
Partners who are not part of the IAB TCF
+ Amazon
+ Acuityads
+ LiveRamp
+ Adloox
+ Digilant
+ AdPredictive
+ Adriver
+ Adtelligence
+ Artsai
+ comScore
+ affilinet
+ Akamai
+ Arbigo Inc.
+ Facebook
+ Aunica
+ Booking.com
+ direct interactive
+ C3 Metrics
Consent
Purposes
Save & exit
POWERED BY Admiral

ADVERTISING

NOW

ro Really A Challenge? Only About 50% Of e It To The Summit

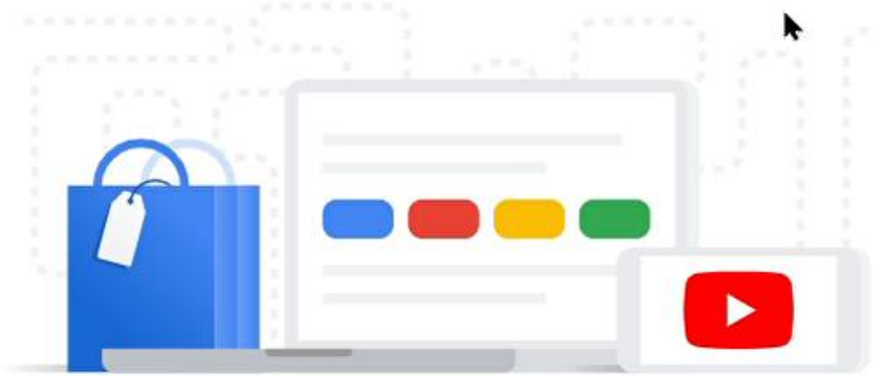
Which Sea Glass Is The Rarest, And Can You Find It At Any Beach? Your


Ads Transparency Spotlight
ALPHA
Explore this page:
Ads
Entities
THE EXTENSION CAN SEE
6 ads on this page
ADS SERVED BY
2 ad platforms
INVOLVING THESE
1 ad tech company
USING THIS
data to show you 6 ads
Your demographics
For example, age and gender information (provided by you or inferred)
1/6
Your interests
Topics related to websites you have visited or interests you provided
2/6
Marketing campaign
A visit to the advertiser's website added you to a marketing campaign
2/6
Context
Topics shown to anyone who visits this page
0/6
Your location: General
Broad location, such as country or city
1/6
Other information
All other reasons
1/6
Your location: Specific
Your specific location
0/6
What do you think of the Ads Transparency Spotlight extension?
Send feed

Ad Settings

adssettings.google.com/authenticated

Google Ad Settings



Ad personalisation

Google makes your ads more useful on Google services (such as Search or YouTube), and on websites & apps that partner with Google to show ads. Find out why you're seeing an ad

Ad personalisation is ON

Advanced

How your ads are personalised

Ads are based on personal info that you've added to your Google Account, data from advertisers that

Time for a short break

3 minutes

- Is my phone listening to me?
- Cookies!
- [Short break]
- What is changing and why?
- The impact on digital marketing
- Next steps and Q&A

What is changing?

Apple iOS 14.5 Update

- Requires apps to request permission from users before tracking them
- Safari browser already blocks third-party tracking

We're standing up to Apple for small businesses everywhere

At Facebook, small business is at the core of our business. More than 10 million businesses use our advertising tools each month to find new customers, hire employees and engage with their communities.

Many in the small business community have shared concerns about Apple's forced software update, which will **limit businesses' ability to run personalized ads and reach their customers effectively.**

Forty-four percent of small to medium businesses started or increased their usage of personalized ads on social media during the pandemic, according to a new Deloitte study. Without personalized ads, Facebook data shows that the **average small business advertiser stands to see a cut of over 60% in their sales for every dollar** they spend.

While limiting how personalized ads can be used does impact larger companies like us, these changes will be devastating to small businesses, adding to the many challenges they face right now.

Small businesses deserve to be heard.
We hear your concerns, and we stand with you.

Join us at fb.com/SpeakUpForSmall

FACEBOOK

Apple vs. the free internet

Apple plans to roll out a forced software update that will change the internet as we know it—for the worse.

Take your favorite cooking sites or sports blogs. Most are free because they show advertisements.

Apple's change will limit their ability to run personalized ads. To make ends meet, many will have to start charging you subscription fees or adding more in-app purchases, making the internet much more expensive and reducing high-quality free content.

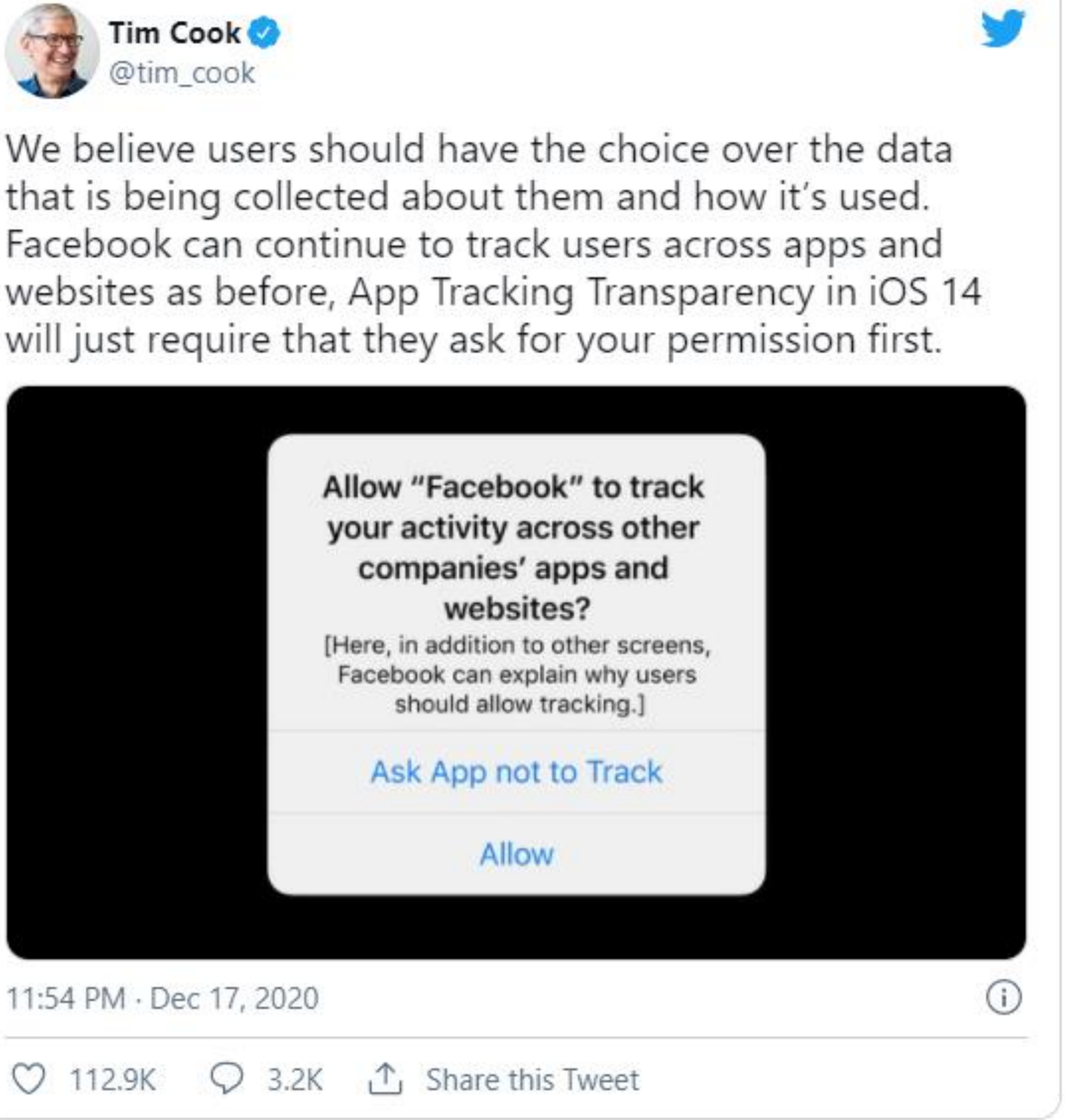
Beyond hurting apps and websites, **many in the small business community say this change will be devastating for them too, at a time when they face enormous challenges.** They need to be able to effectively reach the people most interested in their products and services to grow.

Forty-four percent of small to medium businesses started or increased their usage of personalized ads on social media during the pandemic, according to a new Deloitte study. Without personalized ads, Facebook data shows that the **average small business advertiser stands to see a cut of over 60% in their sales for every dollar they spend.**

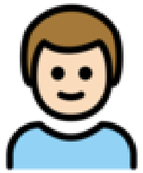
Small businesses deserve to be heard.
We're standing up to Apple for our small business customers and our communities.

Get the full story at fb.com/ApplePolicyUpdate

FACEBOOK

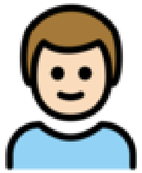

Tim Cook
@tim_cook
We believe users should have the choice over the data that is being collected about them and how it's used. Facebook can continue to track users across apps and websites as before, App Tracking Transparency in iOS 14 will just require that they ask for your permission first.
Allow "Facebook" to track your activity across other companies' apps and websites?
[Here, in addition to other screens, Facebook can explain why users should allow tracking.]
Ask App not to Track
Allow
11:54 PM · Dec 17, 2020
112.9K
3.2K
Share this Tweet

Facebook user

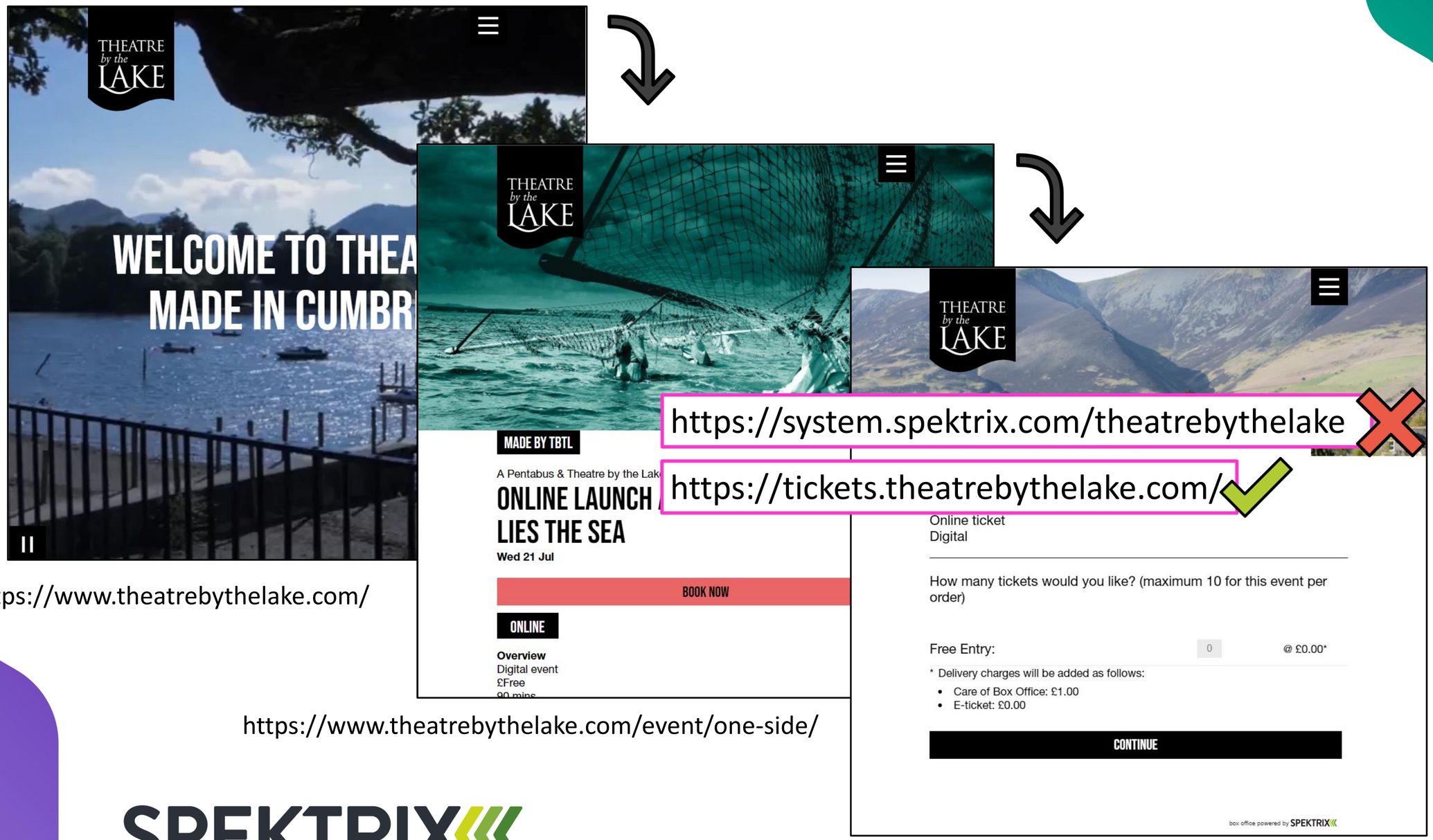


Age: Over 18
Lives in: United Kingdom
Interests: Hepworth Wakefield, One Further, Sunderland Culture, Substrakt, RHS

Facebook user



Age: Over 18
Lives in: United Kingdom
Interests: ?


THEATRE by the LAKE
WELCOME TO THEA
MADE IN CUMBR
https://www.theatrebythelake.com/
MADE BY TBTL
A Pentabus & Theatre by the Lak
ONLINE LAUNCH
LIES THE SEA
Wed 21 Jul
BOOK NOW
ONLINE
Overview
Digital event
£Free
https://system.spektrix.com/theatrebythelake
https://tickets.theatrebythelake.com/
Online ticket
Digital
How many tickets would you like? (maximum 10 for this event per order)
Free Entry:
0
@ £0.00*
* Delivery charges will be added as follows:
Care of Box Office: £1.00
E-ticket: £0.00
CONTINUE
box office powered by SPEKTRIX
https://www.theatrebythelake.com/event/one-side/

SPEKTRIX

What is changing?

Google updates

- Will stop the use of third-party cookies in Chrome browser before 2022
- Creating a Privacy Sandbox
- Shift to Google Analytics 4

The goals of the Privacy Sandbox

The Privacy Sandbox initiative is currently in development.
The new technologies are being designed to:

Prevent tracking as you browse the web.

People should be able to browse the web without worrying about what personal information is being collected, and by whom. The Privacy Sandbox initiative aims to remove commonly used tracking mechanisms, like third-party cookies, and block covert techniques, such as fingerprinting.

Enable publishers to build sustainable sites that respect your privacy.

Website developers and businesses should be able to make money from their sites and reach their customers, without relying on intrusive tracking across the web.
The Privacy Sandbox initiative is developing innovative, privacy-centric alternatives for key online business needs, including serving relevant ads.

Preserve the vitality of the open web.

The open web is a valuable resource of information, with a unique ability to both share content with billions of people, and tailor content to individual needs.
The Privacy Sandbox proposals aim to both protect your safety online, and maintain free access to information for everyone, so that the web can continue to support economic growth, now and for the future.

The Privacy Sandbox proposals

The Privacy Sandbox proposals consist of new technologies to replace legacy, data-intensive mechanisms like third-party cookies with safer solutions that protect your privacy.

Restrict tracking as you move across the web

New principles for a more private web

Fight spam and fraud on the web

Verify people's authenticity in a privacy-preserving way

Show relevant content and ads

Blends individuals into the crowd with new privacy technologies

Measure digital ads

Anonymized reporting of ad results

- Is my phone listening to me?
- Cookies!
- [Short break]
- What is changing and why?
- The impact on digital marketing
- Next steps and Q&A

Impact on Digital Marketing

- Search Engine Marketing
  - Search Engine Optimisation (SEO)
  - Pay-Per-Click Advertising (PPC)
- Social Media Marketing
- Display Advertising
- Email Marketing
- Content Marketing

Traditional customer lifecycle

Walled Gardens

User data:

- Profile information
- Shared posts
- Comments
- Friends
- Messages
- Events
- Pages
- Payment history
- Photos and videos
- Likes and reactions
- Following and followers
- Marketplace activity
- Saved items and collections

Single account across:

- Google Calendar
- Google Chrome
- Google Drive
- Google Maps
- Google Photos
- Google Play
- Google Search
- Google Shopping
- YouTube
- Plus many more…

Some are storming the gates of the walled garden approach to measurement.

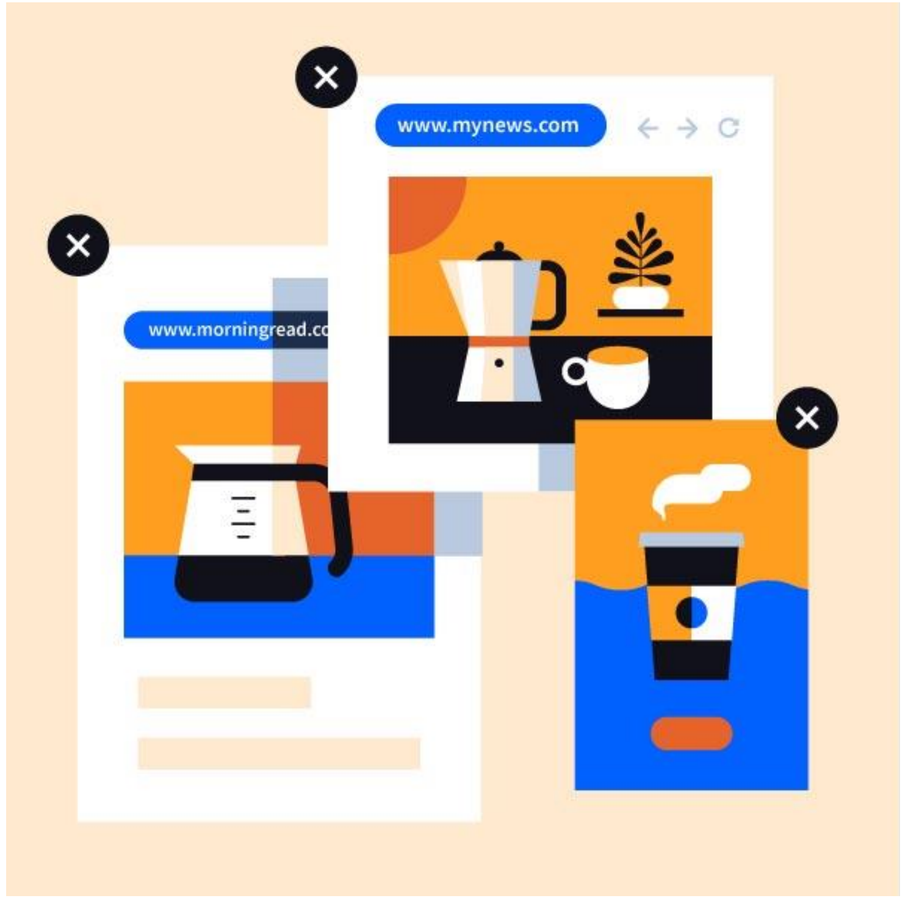
Illustration: eBoy

Behavioural vs Contextual

- Informed by individual actions
- Can be jarring to users *“I’m being targeted”*
- Based on third-party trackers

- Appears alongside relevant content
- Ads and content lift each other
- Privacy-friendly

Behavioural vs Contextual



Advertisement

Support the Guardian
Available for everyone, funded by readers
Subscribe
Contribute

Stage

All of This Unreal Time review – Cillian Murphy confesses all in pounding sound and blinding light

★★★★★

Central Hall, Manchester Central, and online

In a grimy and intense film installation, the actor unleashes a torrent of regret, superbly scripted by Max Porter

Advertisement

Advertisement

Support the Guardian
Available for everyone, funded by readers
Subscribe → Contribute →

Stage

All of This Unreal Time review – Cillian Murphy confesses all in pounding sound and blinding light

★★★★★

Central Hall, Manchester Central, and online

In a grimy and intense film installation, the actor unleashes a torrent of regret, superbly scripted by Max Porter

Advertisement

- Is my phone listening to me?
- Cookies!
- [Short break]
- What is changing and why?
- The impact on digital marketing
- Next steps and Q&A

What are the next steps?

Preparing for a cookieless future

- Plan content for walled-garden platforms
- Research Contextual Advertising techniques
- Allocate time to build on your first-party data
- Install Google Analytics 4 on your website

What are the next steps?

Get help and support

Contact the Digital Culture Network for a free 1-2-1 chat

Fill out the webinar survey to help us improve

Q&A

Digital Culture Network

ARTS COUNCIL ENGLAND

digitalnetwork@artscouncil.org.uk

digitalculturenetwork.org.uk

Digital Culture Network

ARTS COUNCIL ENGLAND

Ask a Tech Champion | Events | External Support | News | About | Knowledge Hub

We've created resources and advice for you to use during the COVID-19 lockdown. Read More

Digital skills for the arts

Welcome to your Digital Culture Network

We are here to develop your organisation's digital skills. Working across the arts and culture sector, the Network is led by nine specialist Tech Champions. We want you to be a part of it.

Browse our Knowledge Hub

Knowledge Hub

Beginner Read

Video and Digital Content

Podcasting and how to get started

This resource provides information and advice on making podcasts. As well as considerations for generating content, it contains guidance on hardware, software, and distribution methods.

Marc Burns · 2 months ago

Beginner Read

Social Media

Engaging Audiences with Social Media

Whilst your audiences, participants or stakeholders may not be able to engage with you physically at the moment, you can still reach people through social media.

Haydn Corrodus · 2 months ago

Beginner Read

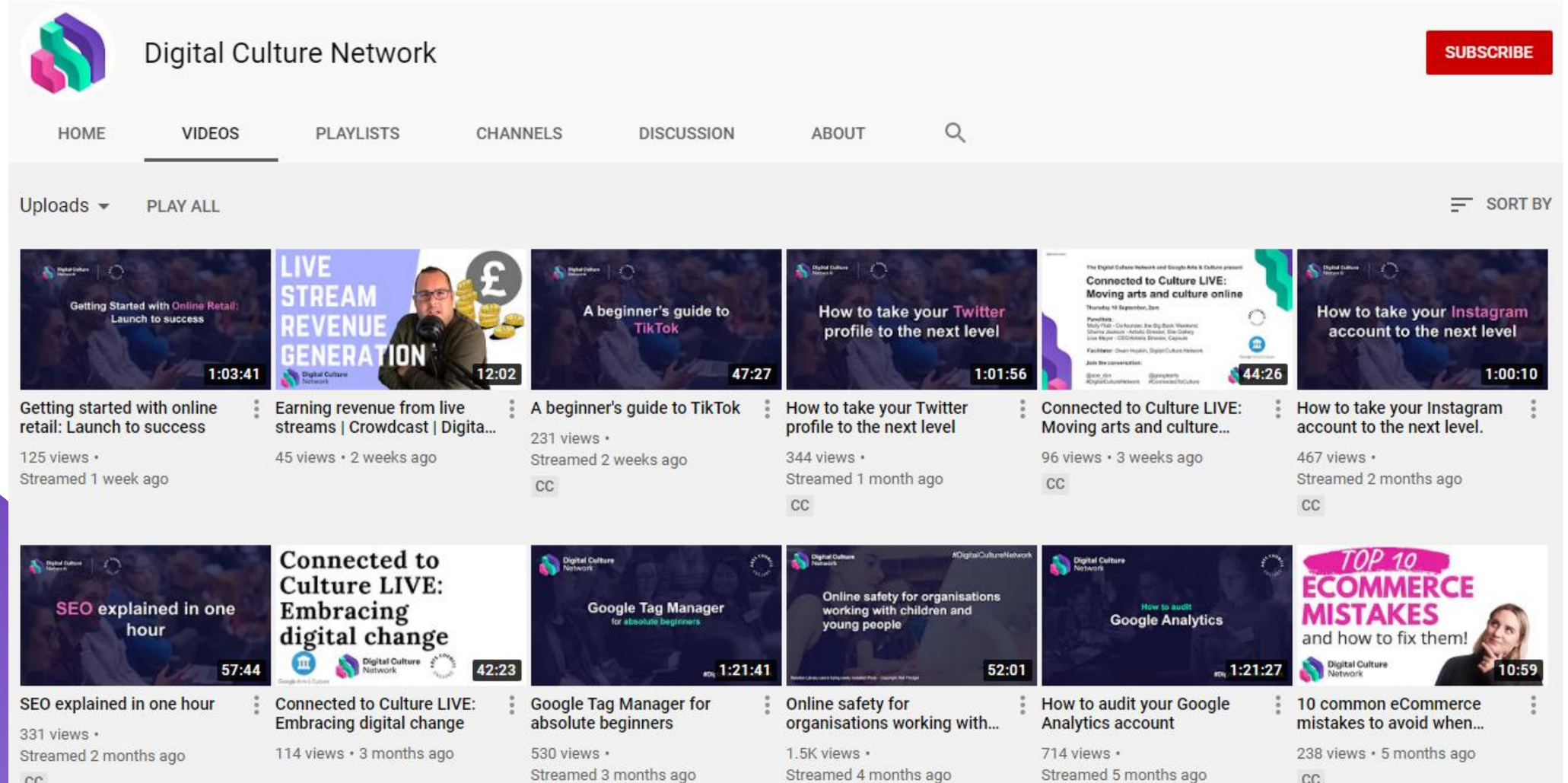
Social Media

Introduction to Social Media

Social media is a unique and powerful way to help your organisation thrive and engage with your audience. Read on to find out more.

Haydn Corrodus · 4 months ago

YouTube


Digital Culture Network
SUBSCRIBE
HOME
VIDEOS
PLAYLISTS
CHANNELS
DISCUSSION
ABOUT
Uploads
PLAY ALL
SORT BY
Getting Started with Online Retail: Launch to success
1:03:41
Getting started with online retail: Launch to success
125 views •
Streamed 1 week ago
LIVE STREAM REVENUE GENERATION
12:02
Earning revenue from live streams | Crowdcast | Digita...
45 views • 2 weeks ago
A beginner's guide to TikTok
47:27
A beginner's guide to TikTok
231 views •
Streamed 2 weeks ago
CC
How to take your Twitter profile to the next level
1:01:56
How to take your Twitter profile to the next level
344 views •
Streamed 1 month ago
CC
Connected to Culture LIVE: Moving arts and culture online
44:26
Connected to Culture LIVE: Moving arts and culture...
96 views • 3 weeks ago
CC
How to take your Instagram account to the next level
1:00:10
How to take your Instagram account to the next level.
467 views •
Streamed 2 months ago
CC
SEO explained in one hour
57:44
SEO explained in one hour
331 views •
Streamed 2 months ago
CC
Connected to Culture LIVE: Embracing digital change
42:23
Connected to Culture LIVE: Embracing digital change
114 views • 3 months ago
Google Tag Manager for absolute beginners
1:21:41
Google Tag Manager for absolute beginners
530 views •
Streamed 3 months ago
#DigitalCultureNetwork
Online safety for organisations working with children and young people
52:01
Online safety for organisations working with...
1.5K views •
Streamed 4 months ago
How to audit
Google Analytics
1:21:27
How to audit your Google Analytics account
714 views •
Streamed 5 months ago
TOP 10 ECOMMERCE MISTAKES and how to fix them!
10:59
10 common eCommerce mistakes to avoid when...
238 views • 5 months ago
CC

Get in touch

digitalnetwork@artscouncil.org.uk
digitalculturenetwork.org.uk

Join the conversation

@ace_dcn
#digitalculturenetwork

Digital Culture Network