



# Data Compliance

An easy-to-use, centralized platform for managing non-compliant activity executing on your digital assets

Define and control digital risk by ensuring that your websites and mobile apps comply with global data privacy regulations and industry standards.

### Digital assets are your weakness

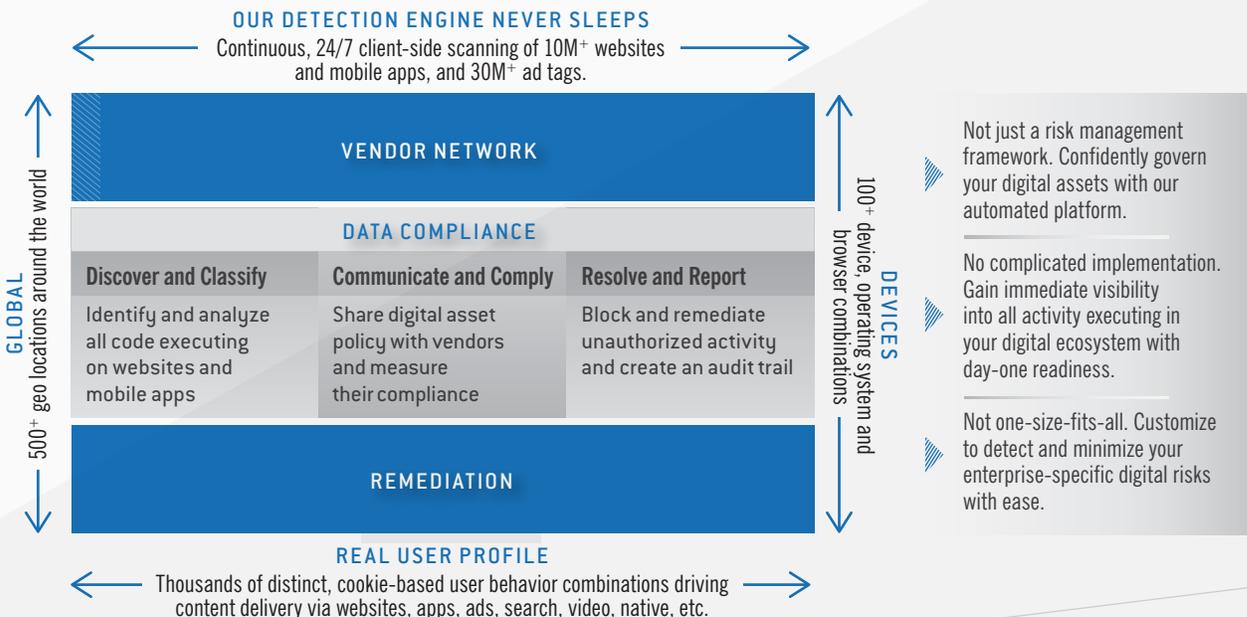
Your ability to demonstrate compliance with various regulations (GDPR, COPPA, HIPPA, FERPA and more) and adopt industry standards (PCI DSS, TAG, IAB Standard Ad Unit Portfolio and more), mitigates the prospect of penalties, hefty fines and the ensuing reputational harm.

The Media Trust's **Digital Vendor Risk Management (DVRM)** platform provides real-time visibility and insight into non-compliant activity and threats propagating on your consumer-facing digital assets. Unlike tag and consent managers, which do not monitor that renders a consumer's browser experience, DVRM continuously monitors 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 Data Policies

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 remediate policy-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 compliance mechanism for your uncontrolled and 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 relevant policy.
- **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 digital compliance risks

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

<p><b>AUTOMATED</b></p> <p>Evaluate and classify vendor activity through continuous scanning of your websites and apps</p> <p>Receive real-time alerts on non-compliant vendor activity</p>	<p><b>ACTIONABLE</b></p> <p>Remediate unauthorized partner activity</p> <p>Record and build a credible audit trail of vendor activity</p>	<p><b>TRANSPARENT</b></p> <p>Gain visibility into opaque digital partner ecosystem</p> <p>Share digital policies with vendors for increased compliance</p>
<p><b>OPERATIONAL</b></p> <p>Document partner presence on digital assets</p> <p>Certify partner activity and code execution</p>	<p><b>SECURE</b></p> <p>Detect and block anomalous activity</p> <p>Protect your enterprise from the brand damage of security breaches and regulatory fines</p>	<p><b>EFFICIENT</b></p> <p>Manage end-to-end digital vendor risk for entire websites and apps</p> <p>Reduce operational overheads with turnkey services. No integration required.</p>

#### 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.



#### THE MEDIA TRUST

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