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Internet Advertising Bureau UK

Policy Focus

Hi there,

Welcome to the final Policy Focus of 2017! This month, the IAB launched a GDPR Hub and there were two new developments related to consent & the GDPR. We also formally opened registration for the IAB Gold Standard.

As ever, if you want to know more check out our [Digital Advertising Policy Guide](#), see our [policy issues hub](#) or contact the team on policy@iabuk.net. Merry Christmas!

Christie Dennehy-Neil, Senior Public Policy Manager



All you need to know about the GDPR in one place

With six months to go until the GDPR comes into effect, we've launched our [GDPR Hub](#) where you can find all the IAB's resources on the new EU data protection framework. Learn the basics with our Quick Q&A; see how the regulation will affect digital advertising in our member briefing and use our checklist to start planning your compliance journey. Make sure you check back regularly to keep updated on the latest developments and for details of our dedicated GDPR events in 2018.

GDPR industry consent standard

As a result of the GDPR, digital advertising companies face new requirements with regard to obtaining and recording user consent for situations from 25 May 2018. Last month, IAB Europe



announced a new technical standard to help the industry in their compliance journey. You can find the details at www.advertisingconsent.eu. The Article 29 Working Party, comprised of representatives from each EU member state's data protection authority, has also published its **draft guidance on consent**, open for consultation until 17 January. The IAB will be submitting comments. For any questions, please email yves@iabuk.net.

IAB Gold Standard registration is open!



We're pleased to announce that registration is open for the **IAB Gold Standard! Launched** in October with a commitment from our 24 Board members, the Gold Standard is a key element in the IAB's mission to build a sustainable future for digital advertising and aims to reduce ad fraud, increase brand safety and improve the digital advertising experience. Registration is the first phase and phase 2, certification will begin in January 2018. Find out more and how to register [here](#).



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