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Internet
Advertising
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UK

Policy Focus

Dear ,

Welcome to the February edition of Policy Focus 2017! This month's edition covers the GDPR, brand safety and the UK Information Commissioner speaking at our Leadership Summit.

As ever, if you want to know more check out our [Digital Advertising Policy Guide](#) and our [policy issues hub](#).

If you've any questions or queries, please email our policy team at policy@iabuk.net.

Christie Dennehy-Neil, Public Policy Manager



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Matt Hancock MP gives evidence on GDPR implementation in the UK

On 1 February, Digital & Culture Minister Matt Hancock MP gave **evidence** to the House of Lords EU Home Affairs Sub-Committee on the UK Government's response to the EU data protection 'package', including the **GDPR** and proposed ePrivacy Regulation. In the context of Brexit, the Minister confirmed that the UK would adopt the



GDPR, and that one of the Government's priorities is to maintain 'unhindered data flows' between the UK and the EU. For more information and advice on how to prepare for GDPR implementation see the IAB's [GDPR briefing](#) and for more on the ePrivacy Regulation, see our new [factsheet](#).



Brand safety: Three key steps to stay in control of your digital advertising

Transparency in digital advertising has been under scrutiny recently with the world's biggest advertiser, P&G, talking about [the need for a clean and clear supply chain](#). Brand safety is a [key priority for the IAB](#) and our Public Policy Manager, Christie Dennehy-Neil has written an opinion piece reminding advertisers about the [industry initiatives that are in place](#) – such as the DTSG and the Infringing Website List – to help keep brands safe online and give advertisers greater transparency and control over where their ads appear. Read the [blog here](#).

Information Commissioner



confirmed to speak at IAB UK Leadership Summit

The new UK Information Commissioner, **Elizabeth Denham**, will be a guest speaker at the **IAB's annual Leadership Summit** in May, discussing all things GDPR and privacy in the UK both now, and post-Brexit. In its second year, this exclusive event brings together senior marketing and advertising leads to discuss the challenging and strategic topics facing the digital advertising industry, and how we can work together to address them. See our **website** for more information and for booking enquiries email **leadership@iabuk.net**.



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