

Creating the right environment for digital advertising to thrive.
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Internet
Advertising
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UK

Policy Focus

Hi there,

Welcome back to Policy Focus! This month, the EDAA comes to London for its annual summit, the IAB is running a second GDPR workshop in December and we released new research on trust and fake news.

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.

Christie Dennehy-Neil, Senior Public Policy Manager



Get GDPR-ready with the IAB's workshops

With six months until the [General Data Protection Regulation](#) (GDPR) comes into effect, the IAB is running a series of workshops to help businesses prepare. The first one – which was over-subscribed! – covered the first steps to GDPR compliance: auditing and mapping. The session, mixing theory and practical exercises, is being repeated on Monday 4 December. To learn about the fundamentals of the GDPR, what it means for digital advertising and how to map your organisation's data flows, book [here](#).

The EDAA is in town for its 2017 Summit

This year, the European Interactive Digital Advertising Alliance ([EDAA](#)) is in the UK for its second annual summit. The industry-only event takes place on Tuesday 28 November in London and focuses on the impact of the GDPR and the proposed ePrivacy Regulation on the digital advertising industry. An announcement will be made on the industry's progress on the important issue of consent. Get more details and register [here](#).



IAB research: consumers trust ads on accurate news sites

New IAB research shows that consumers are more likely to trust advertising on sites that they believe host 'truthful' content. The **results** reveal that 57% of respondents would trust ads on sites considered to report accurate news, while only 9% felt the same about 'fake news' publisher sites. The IAB is working with key news brand members to highlight the importance of quality journalism, and our Engage 2017 conference saw fake news Editor-in-Chief, Ken Fawes being exposed by David Walsh, Sunday Times Chief Sports Writer. Watch it unfold [here!](#)



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