HbbTV Data Anonymization and GDPR compliancy
Fincons Group is a **reliable partner** to design, implement and maintain the Information Technology to enable business competitive advantage.

The Group has an extensive presence in Europe and US.
FINCONS + RETENCY platform enables to collect data from HbbTV TV sets, enabling audience measurement, without the explicit need of user consent.

Objectives of the FINCONS+RETENCY platform

- **Real-Time collection** of the numbers of de-duplicated HbbTV TV sets
- **Multiple KPIs:** count per channel, per region, per TV brand, per HbbTV version, per minute, etc
- The solutions anonymizes data, therefore does not require any user consent, **in compliance with the GDPR**
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FINCONS + RETENCY platform Architecture

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Retency Private Engine (RPE) is a unique disidentification technology, which allows:

- To cross-analyze personal data owned by independent parties,
- While still guaranteeing a perfect confidentiality and a full protection of individual data (Compliant with GDPR).

This process, designed by the Retency team, allows to analyze the individual data, which are collected:

- Without the consent of the user
- Through a unique anonymization technology, audited and validated by the CNIL in France
- While using AI and analytics tools with as much relevance as other methods.
Different use cases for the HbbTV Data platform

The FINCONS + RETENCY solution can be combined with the other components of Hybrid TV offering, contributing to scale Hybrid TV to a significantly relevant business case:

**Addressable TV Advertising and innovative monetization models**
- display formats and linear DAS (Dynamic Advertising Substitution), with several targeting options
- cross-screen re-targeting and attribution campaigns
- new TV scenarios where Free-To-Air channels combined with Free and Premium OTT services
- ADB2 watermarking to reach all audience, even in STB scenarios

**Ground-breaking applications to engage audience**
- from remote schooling and news literacy, to hyperlocal news and weather forecasts, from TV-driven e-commerce to sport gamification and betting
The FINCONS + RETENCY platform solves two major challenges

- Anonymization of data, without requiring user content, leads to collect data on the entire fleet of HbbTV TV Sets
- Process millions of simultaneous connections, with very short intervals
The FINCONS + RETENCY solution is compliant with the 3 criteria Required by the regulator concerning deep anonymization

<table>
<thead>
<tr>
<th>Technology</th>
<th>GDPR compliance (from the Regulator)</th>
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<tbody>
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<td></td>
<td>Re-identification criteria</td>
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<tr>
<td>Pseudonymisation</td>
<td>NO</td>
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<tr>
<td>Noise addition</td>
<td>NO</td>
</tr>
<tr>
<td>Permutation / Substitution</td>
<td>NO</td>
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<tr>
<td>Aggregation (k-anonymity)</td>
<td>YES</td>
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<tr>
<td>FINCONS + RETENCY</td>
<td>YES</td>
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</tbody>
</table>
At your disposal for presentation/demo/workshop

Nous sommes à votre disposition pour une présentation détaillée/démonstration/workshop

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