

/Digital Advertising Risk Analysis Template



Author's note: Template contents in black text are the explanatory notes designed to support you to complete each section in your own words.

This template is designed to supplement the DMA DPIA template. Due to the inherent data protection risks often associated with digital advertising, in particular, "real-time bidding" the DMA strongly recommends as a matter of best practice that you complete these additional deep dive questions. The ICO also provides more information on AdTech which you can find [here](#).

With digital advertising, there are often many parties involved in the processing of personal data. It's therefore important you have a good understanding about what's happening with personal data throughout the "chain" as well as each party's roles and responsibilities to data protection. Completing these risk analysis questions demonstrates your accountability to protecting your customers' personal data in an online environment.

Question	Answer
What legal basis is the social media platform relying on to serve your adverts to users based on their interests and characteristics?	
Are the publishers you intend to use for display advertising compliant with the IAB Europe Consent & Transparency Framework?	

<p>What are the targeting criteria you intend to use for your social media advertising activity?</p>	
<p>What are the targeting criteria you intend to use for your display advertising activity?</p>	
<p>If applicable, where will tags and other tracking technologies be placed on our website/s?</p>	
<p>What, if any, personal data will tags and other tracking technologies be collecting?</p>	