



# HbbTV Data Anonymization and GDPR compliancy

# Fincons Group Offices

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.





# Objectives of the FINCONS+RETENCY platform

FINCONS + RETENCY platform enables to collect data from HbbTV TV sets, enabling audience measurement, without the explicit need of user consent.



**Real-Time collection**  
of the numbers  
of de-duplicated  
HbbTV Tv sets



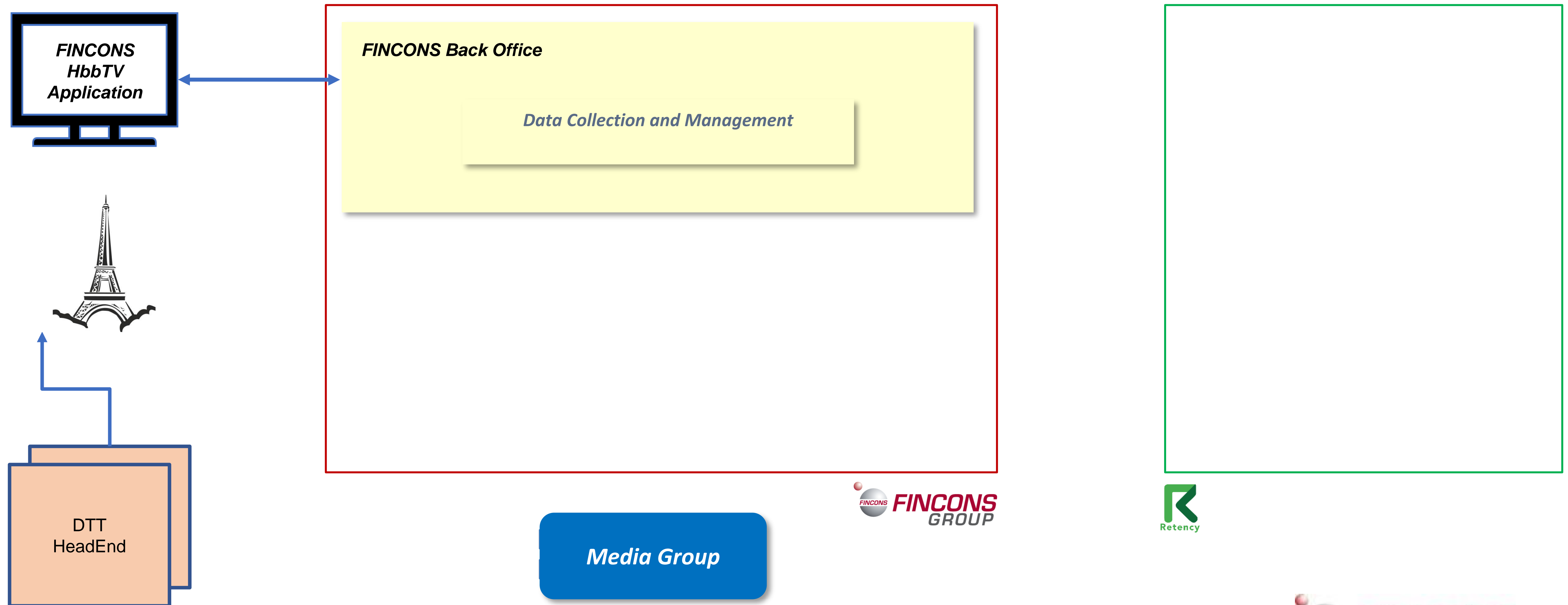
**Multiple KPIs:**  
count per channel,  
per region, per TV brand,  
per HbbTV version,  
per minute, etc



The solutions anonymizes  
data, therefore does not  
require any user consent, **in  
compliance with the GDPR**

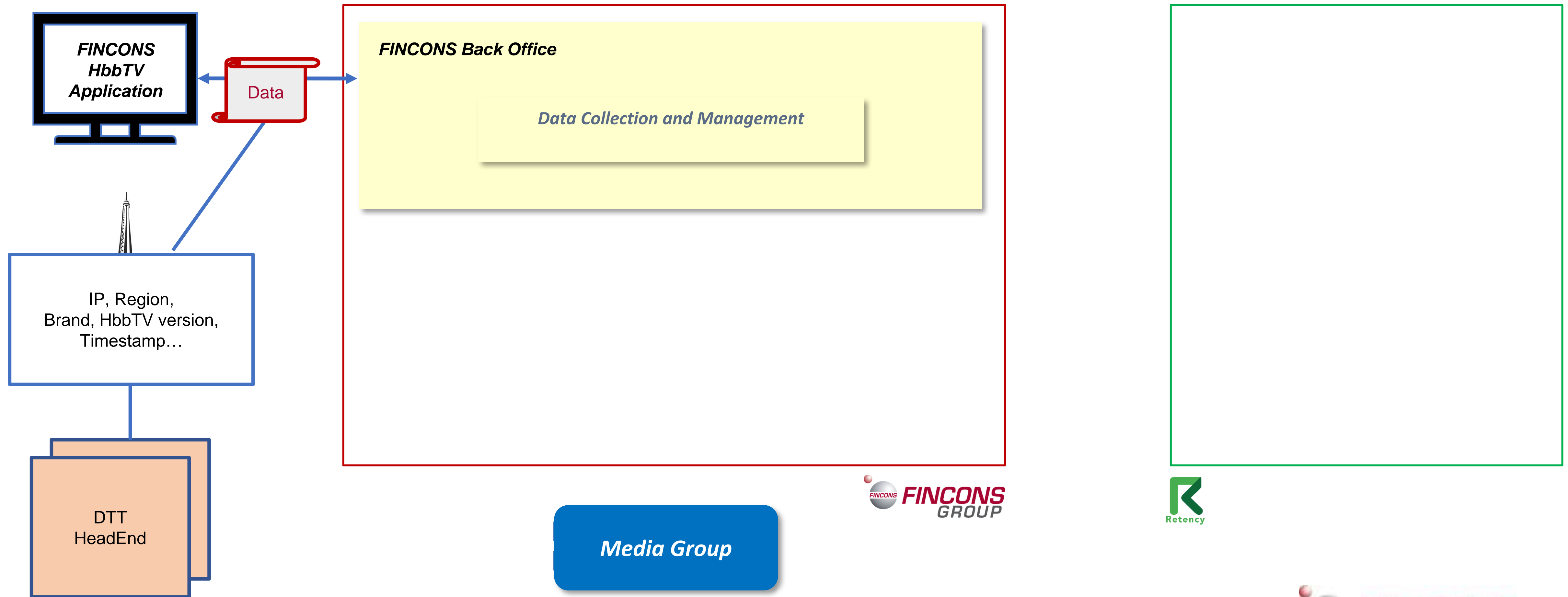
# FINCONS + RETENCY platform Architecture

Personal data are NEVER stored : they are destroyed very quickly after usage



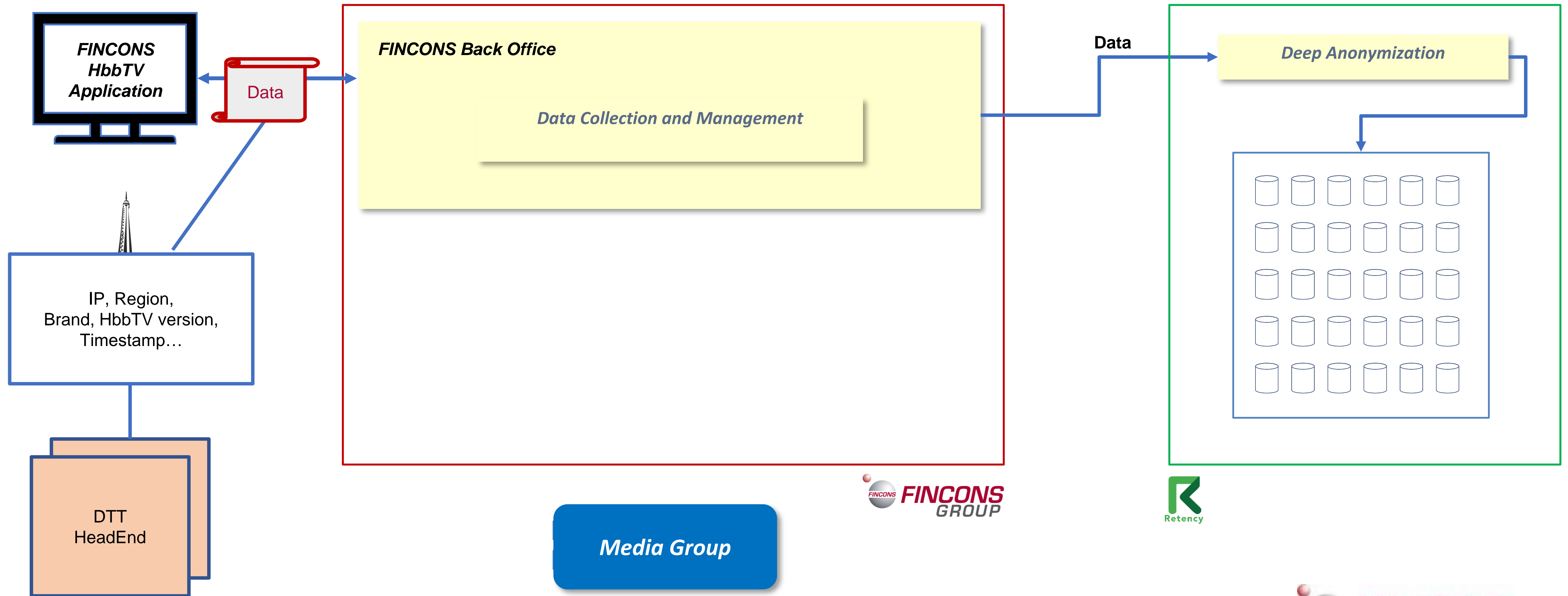
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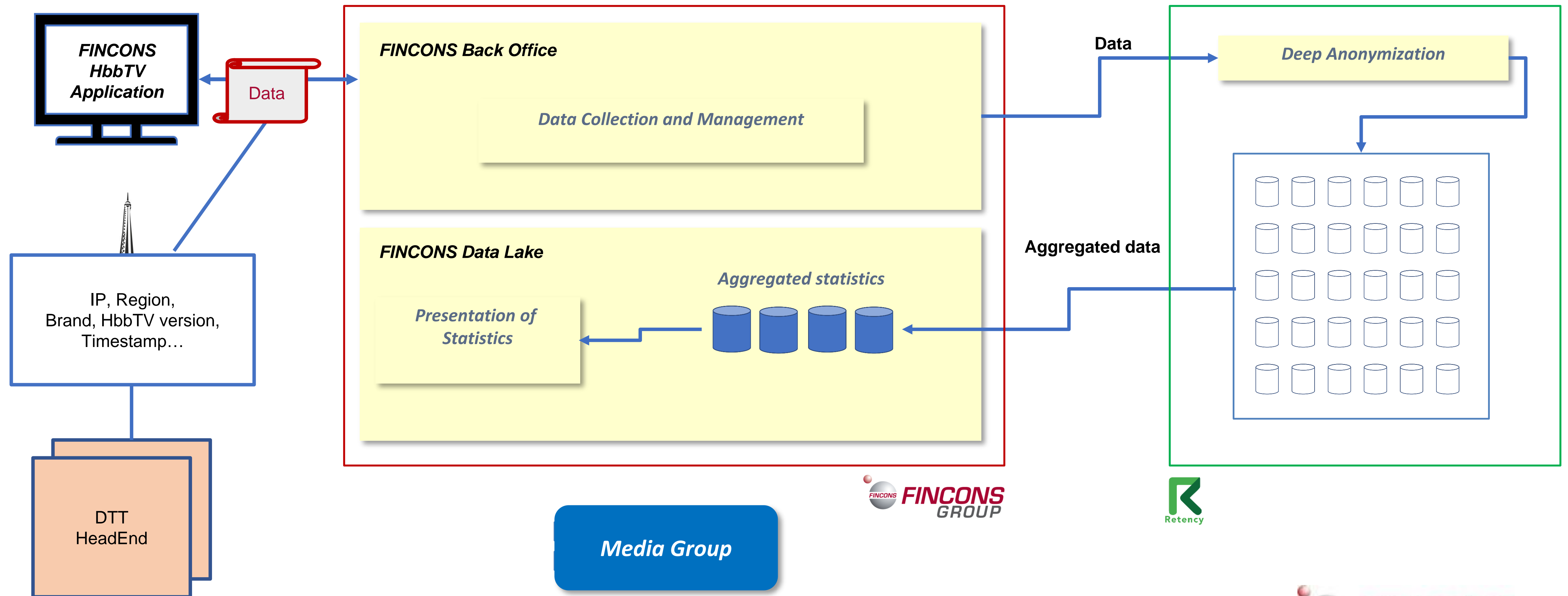
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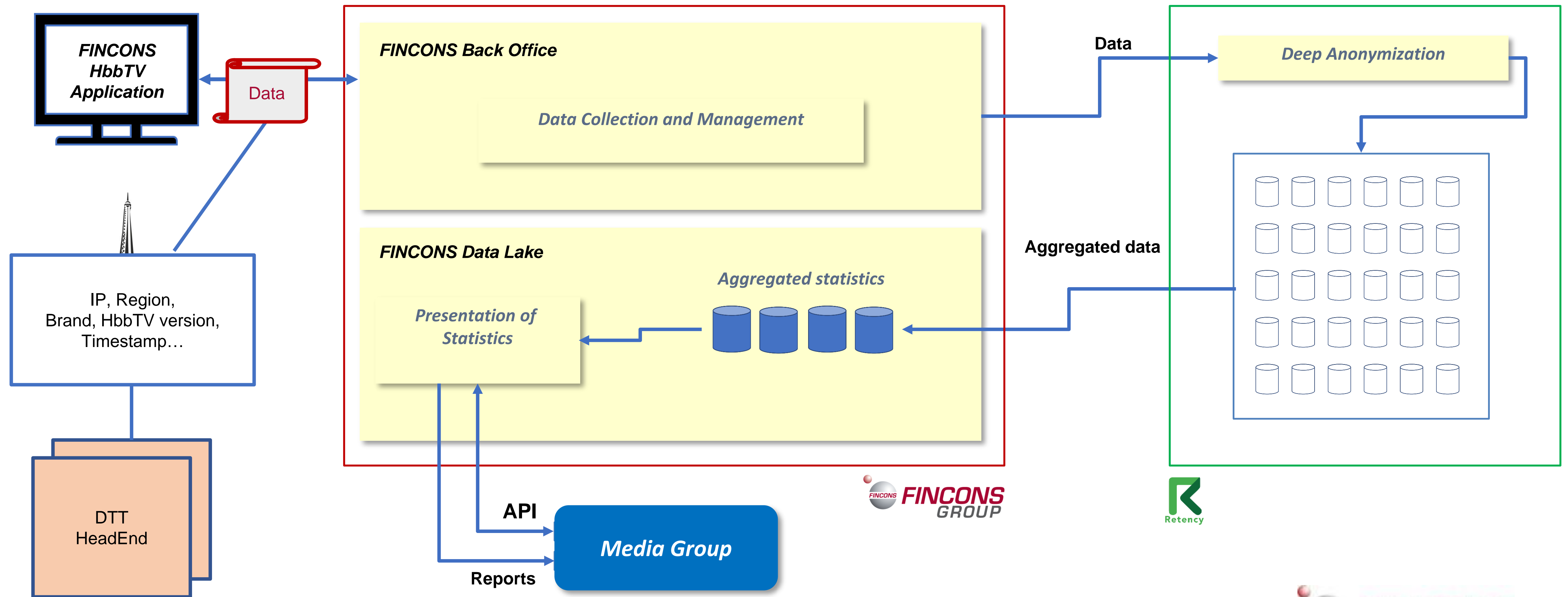
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# What Retency brings with the deep anonymization

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

- **To cross-analyze personal data owned by independent parties,**
- **While still guaranteing 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


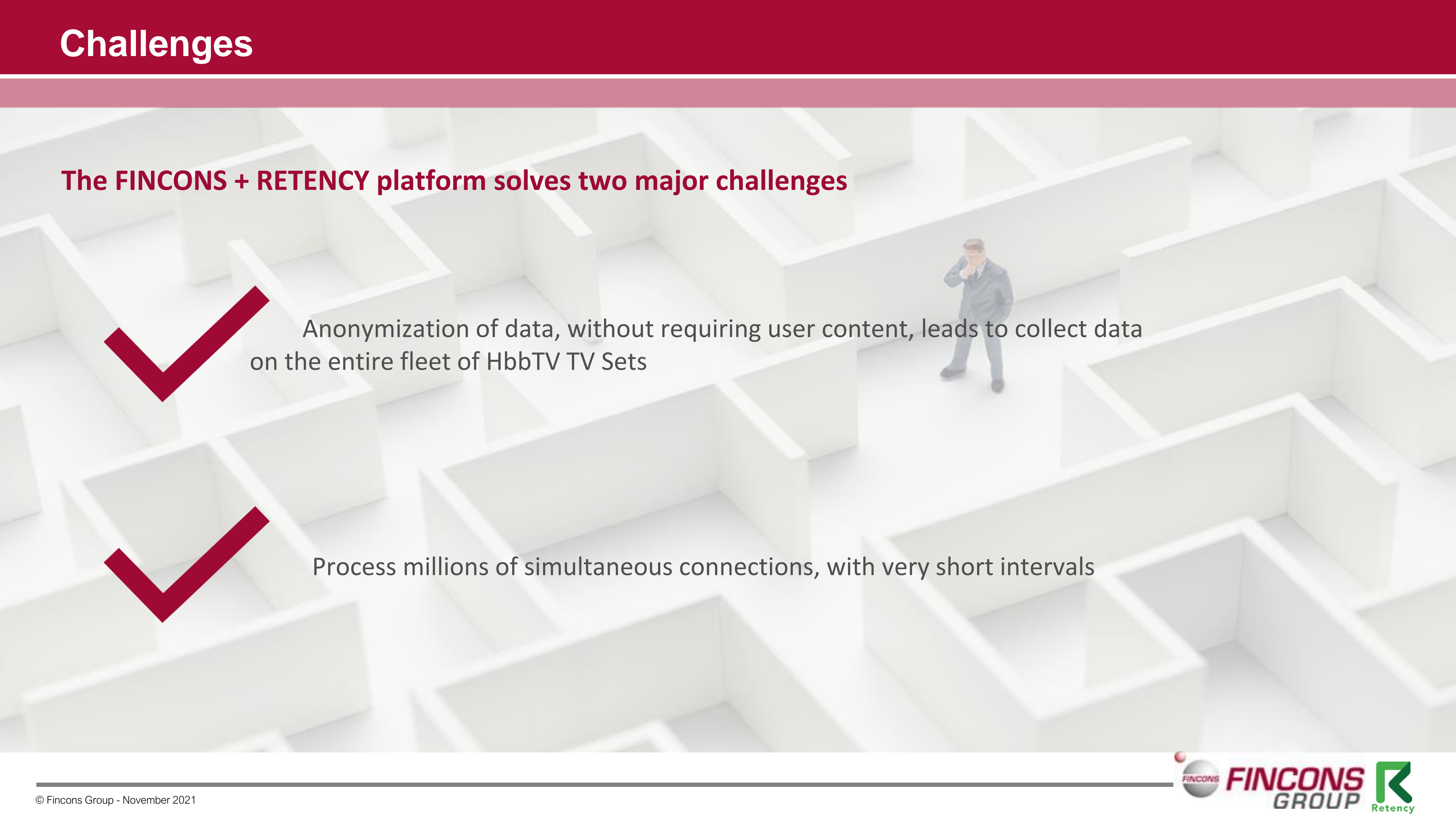


## Ground-breaking applications to engage audience

- from remote schooling and news literacy, to hyperlocal news and weather forecasts, from TV-driven e-commerce to sport gamification and betting

# Challenges

**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

# Deep Anonymization

The FINCONS + RETENCY solution is compliant with the 3 criteria  
Required by the regulator concerning deep anonymization

Technology	GDPR compliance (from the Regulator)		
	Re-identification criteria	Correlation criteria	Inférence Criteria
Pseudonymisation	NO	NO	NO
Noise addition	NO	Probably NO	Probably NO
Permutation / Substitution	NO	NO	Probably NO
Agreggation (k-anonymity)	YES	NO	NO
FINCONS + RETENCY	YES	YES	YES



# Merci



At your disposal for presentation/demo/workshop

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

**Serge BIDAULT**

Directeur Général

**FINCONS GROUP France**

mobile : +33 (0)787.916.152

[serge.bidault@finconsgroup.com](mailto:serge.bidault@finconsgroup.com)

9-9bis rue Henri Martin

92 100 Boulogne-Billancourt

France

**Xavier DARRIGOL**

CEO Retency

**RETENCY**

mobile: +33 (0)6 74 68 65 35

[xdarrigol@retency.com](mailto:xdarrigol@retency.com)

19 rue Vivienne

Paris 75002

France



# Our locations



## - MILAN

Via Torri Bianche, 10  
Pal. Betulla  
20871 Vimercate (MB)  
Tel. +39 039 657081  
Fax +39 039 6570877



## - BARI

Via Orfeo Mazzitelli 258/E  
70124 Bari  
Tel. +39 080 9149570  
Fax +39 080 9149571



## - CATANIA

Via Galileo Galilei, 18  
95037 San Giovanni La Punta (CT)  
Tel. +39 095 7512023



## - ROME

Via Cesare Giulio Viola, 27  
00148 ROME  
Tel. +39 06 5452621  
Fax +39 06 54526246



## - VERONA

Via del Lavoro, 43  
Torre Est  
37036 San Martino Buon Albergo (VR)  
Tel. +39 045 8799299  
Fax +39 045 8797700



## - PARIS

9/9bis Rue Henri Martin  
92100 Boulogne-Billancourt  
Tel. +33 (0) 1 40 91 87 54



## - LYON

Tour Part-Dieu  
129 Rue Servient  
69003 Lyon  
Tel. +33 (0) 4 78 59 89 18



## - MUNICH

St.-Martin-Str. 66  
81541 München  
Tel. +49 89 9250 3943



## - LONDON

15 Old Bailey,  
London, EC4M 7EF  
Tel. +44 20 3367 1355



## - LOS ANGELES

10250 Constellation Blvd, Ste 100  
Los Angeles, CA 90067  
Tel. +1 213 700 2430



## - ZURICH

Zürichstrasse 34  
8134 Adliswil (CH)  
Tel. +41 43 3779935  
Tel. +41 43 3779936



## - LUGANO

Via San Gottardo, 12  
6900 Lugano (CH)  
Tel. +41 91 9100750  
Fax +41 91 9100759



## - KÜSSNACHT AM RIGI

Bahnhofstrasse 57  
6403 Küssnacht am Rigi (CH)  
Tel. +41 41 8520660



## - BERN

Kalcheggweg, 20 a  
3006 Bern (CH)  
Tel. +41 31 3500080  
Fax +41 31 3500088



## - NEW YORK

222 Broadway, 19<sup>th</sup> Floor  
New York, NY 10038  
Tel. +1 213 700 2430



## - AUSTIN

111 Congress Avenue, Suite 500  
Austin, TX 78701  
Tel. +1 213 700 2430



[www.finconsgroup.com](http://www.finconsgroup.com)

