



HbbTV Data Anonymization and GDPR compliancy

Fincons Group Offices

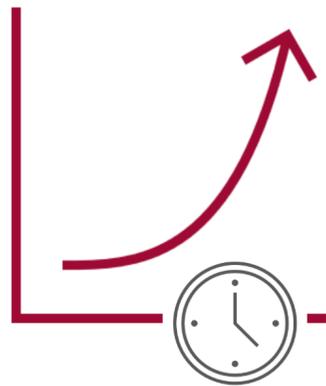
Fincons Group is a **reliable partner** to design, implement and maintain the Information Technology to enable business competitive advantage.

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



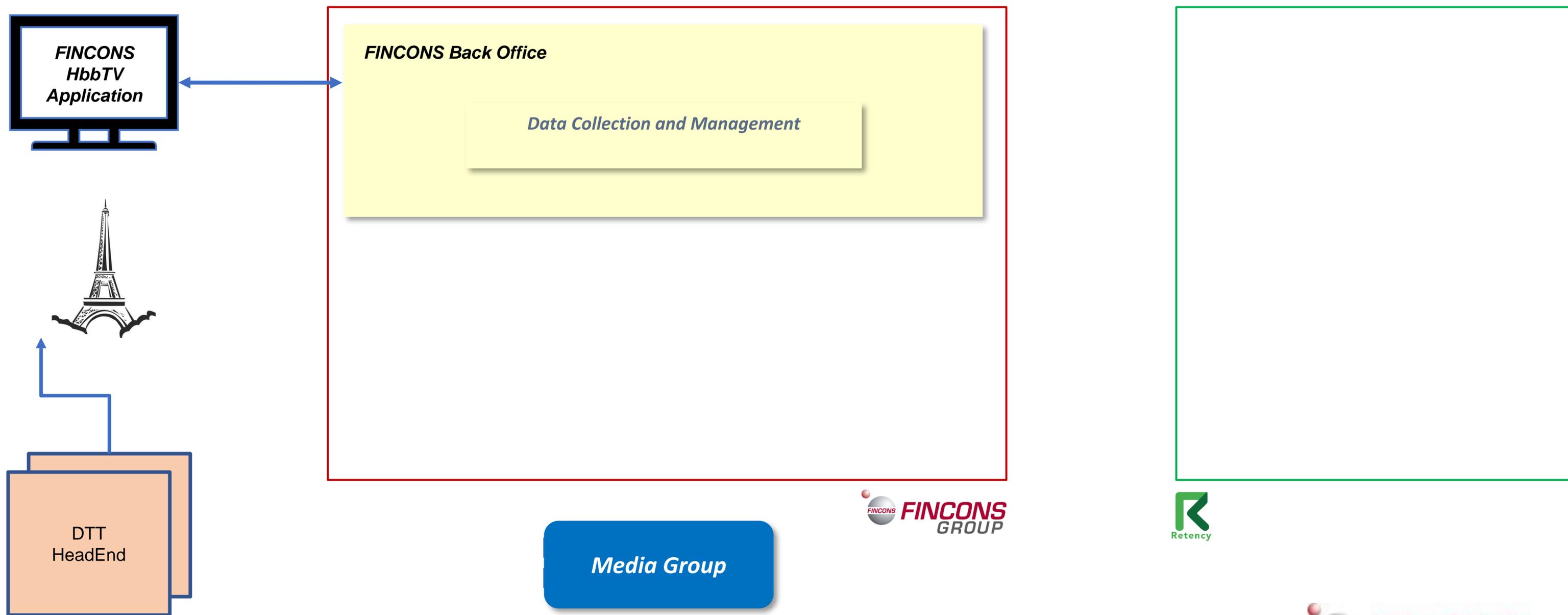
Multiple KPIs:
count per channel,
per region, per TV brand,
per HbbTV version,
per minute, etc



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

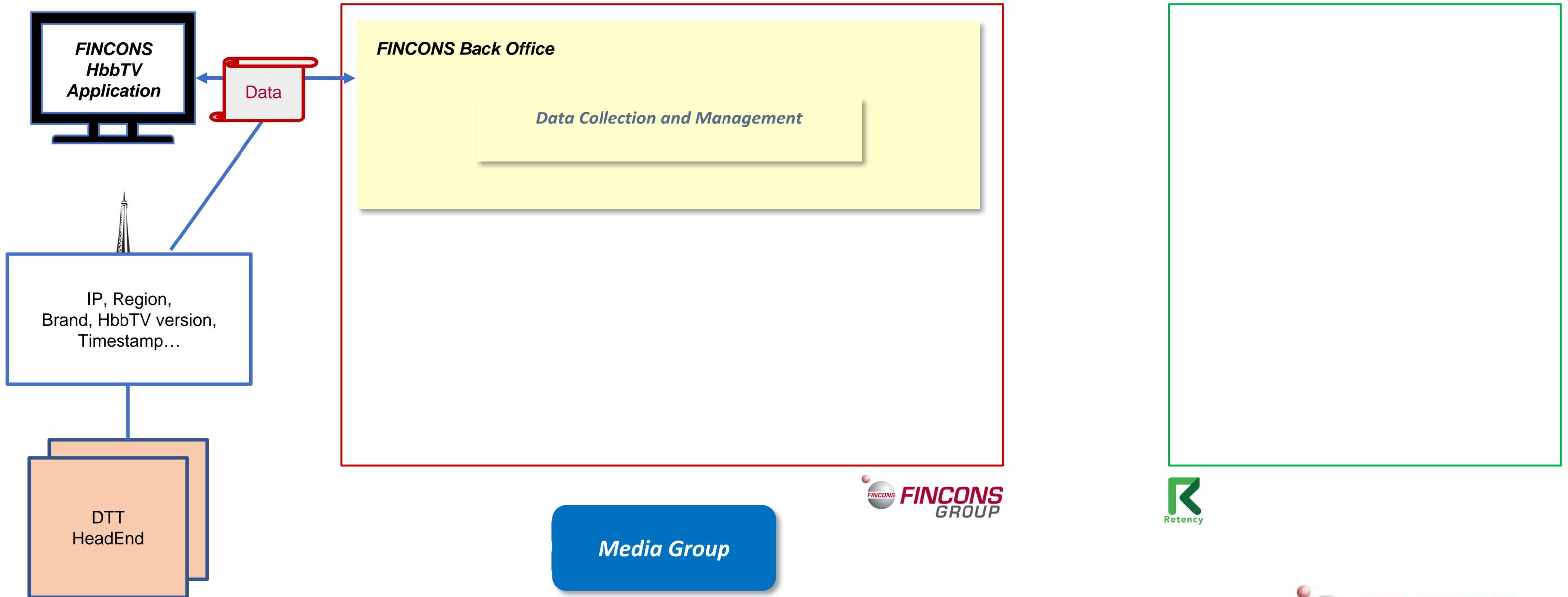
FINCONS + RETENCY platform Architecture

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



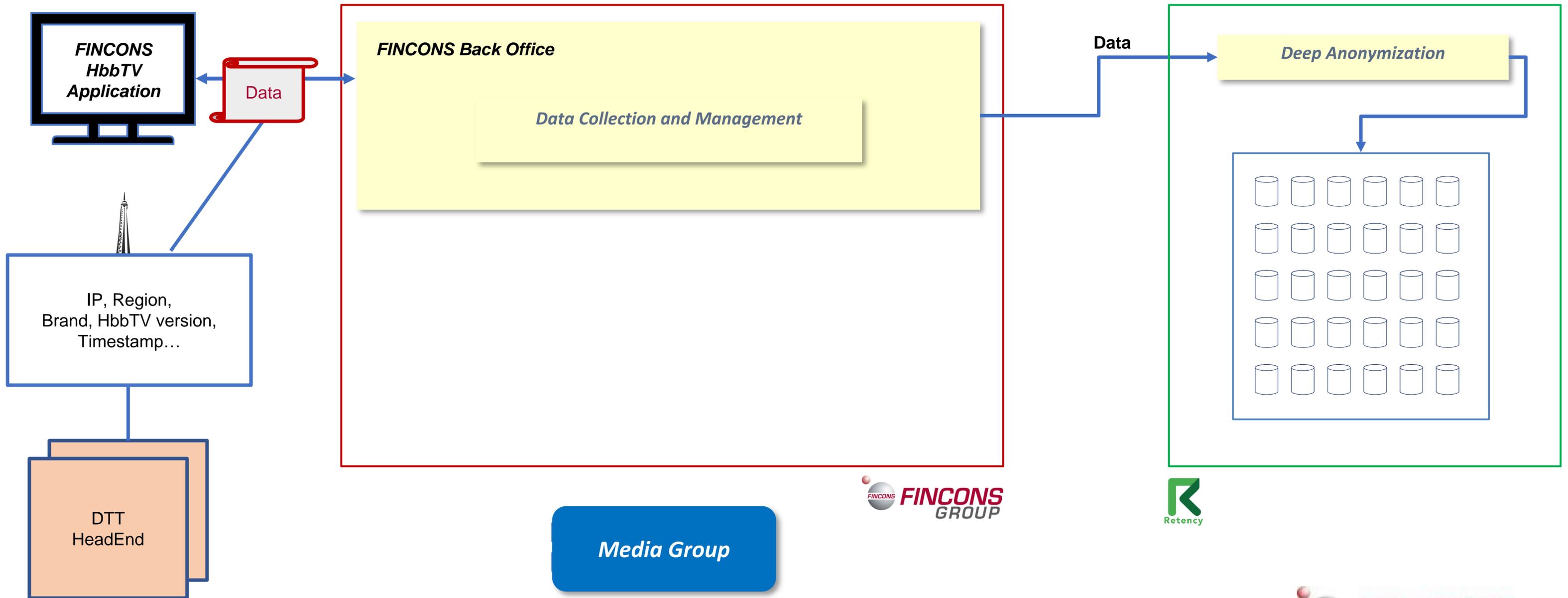
FINCONS + RETENCY platform Architecture

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



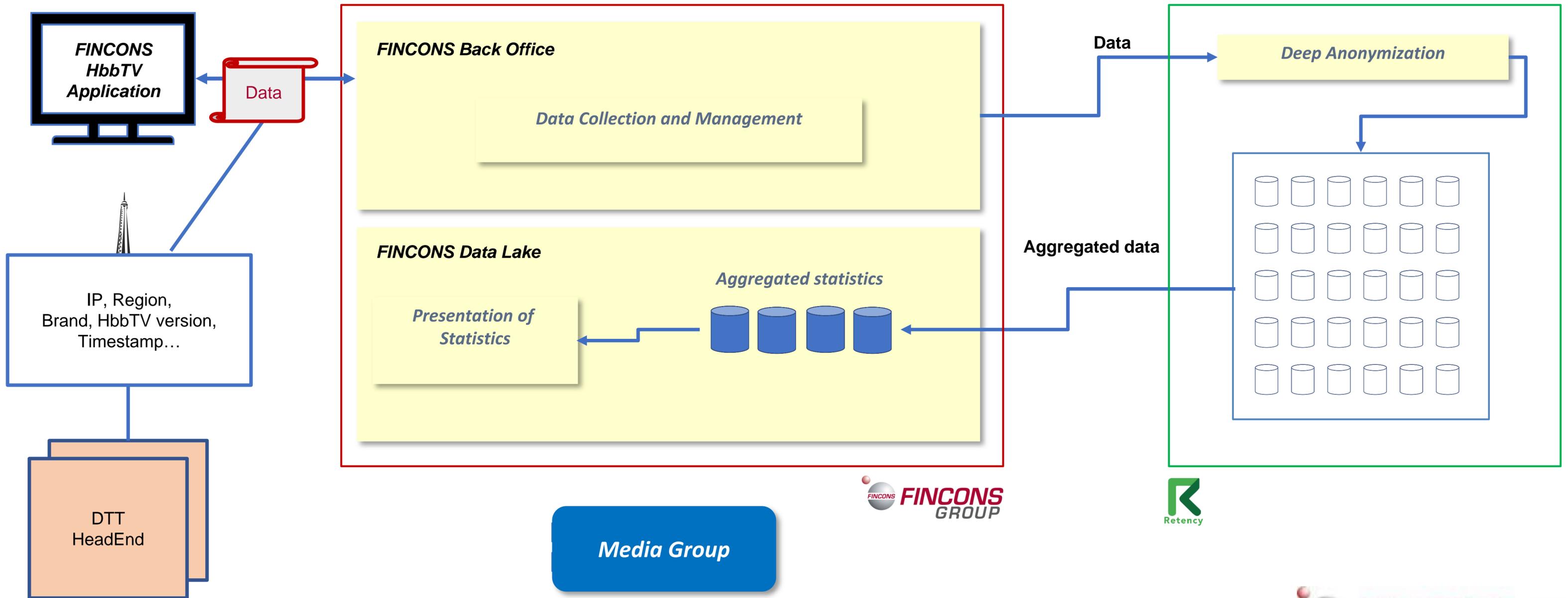
FINCONS + RETENCY platform Architecture

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



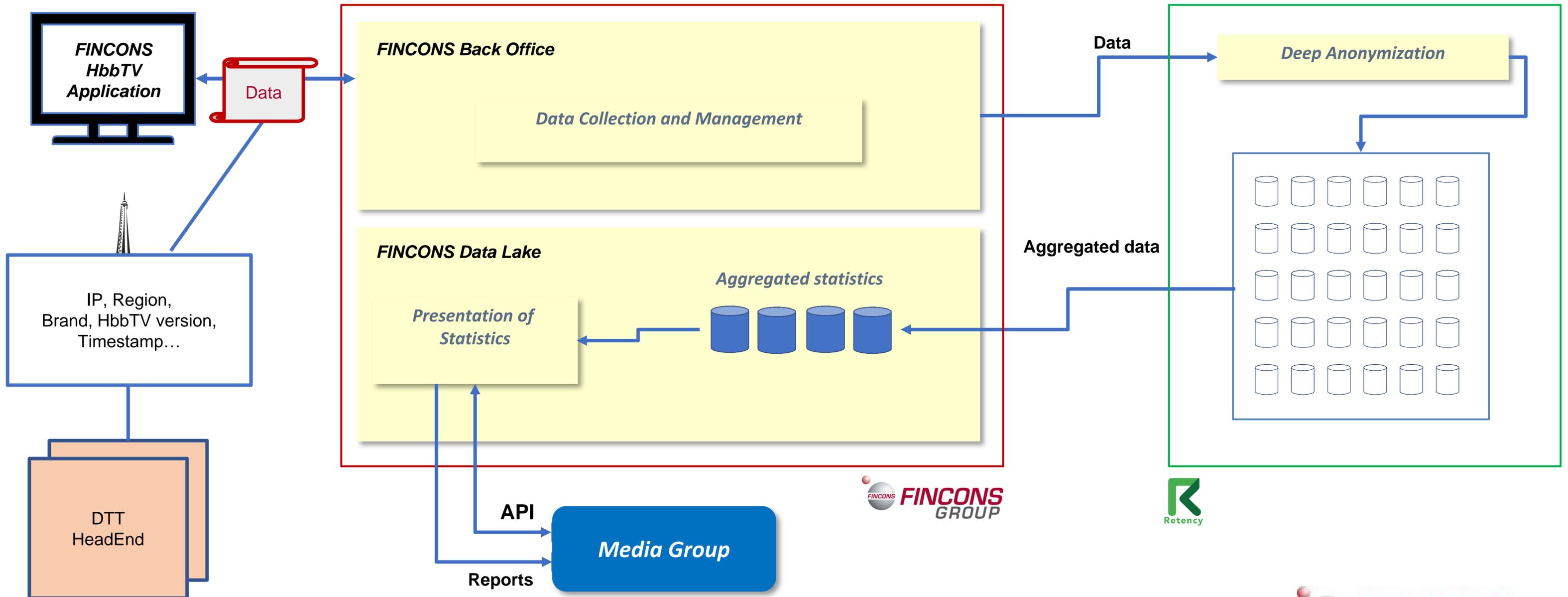
FINCONS + RETENCY platform Architecture

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



FINCONS + RETENCY platform Architecture

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



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

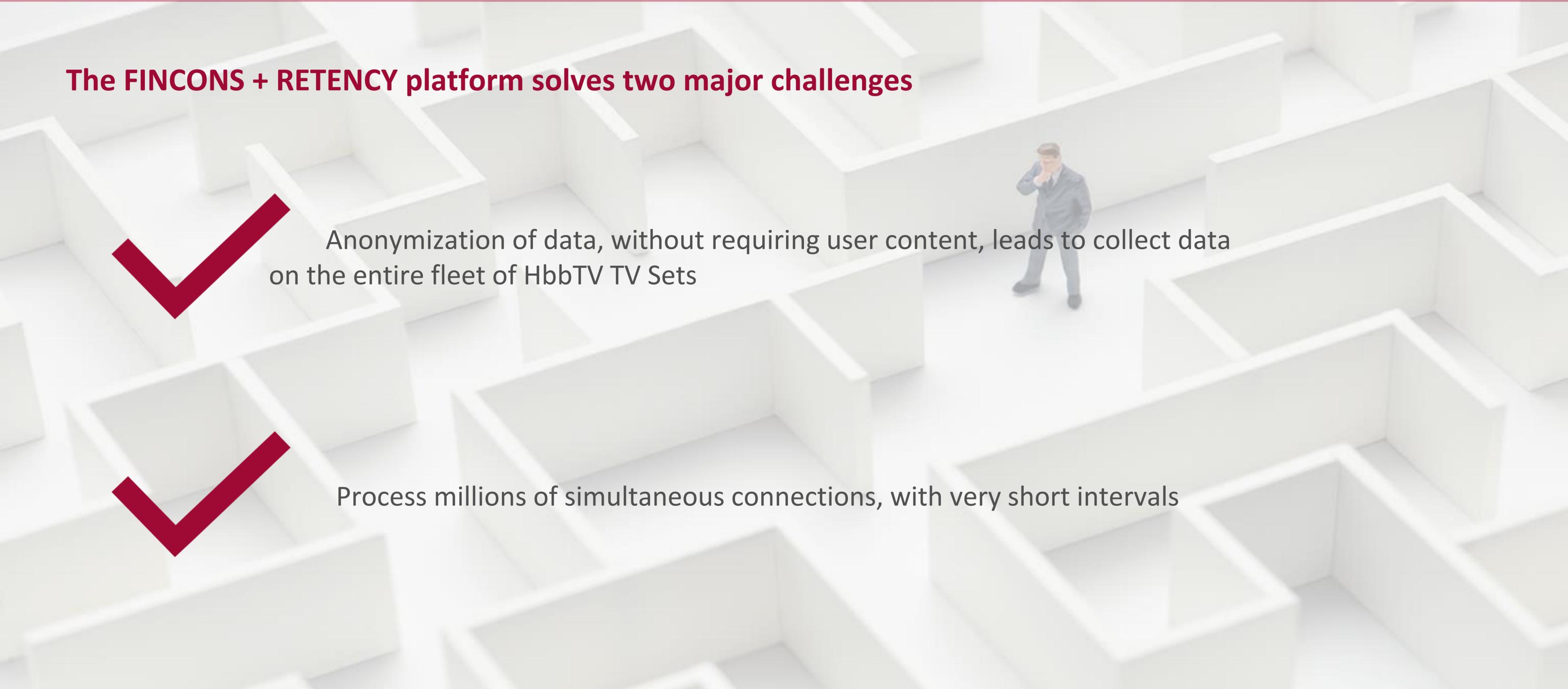


Ground-breaking applications to engage audience

- 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

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

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, 19th 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

