



WEVE

TELCO. DATA. MEDIA.

The most comprehensive view of real people, at scale:
powering unrivalled insights, targeting + verified attribution.

IN THE YEAR OF GDPR...

DO YOU KNOW WHERE YOUR DATA COMES FROM when
PLANNING, **EXECUTING**, and **MEASURING** campaigns?

TRANSPARENCY

VERIFICATION

CONSENT

STARTING WITH 23 MILLION REAL PEOPLE: FIRST PARTY DATA IS TRANSPARENT + VERIFIED BY NATURE



Contract data

Exact age

Gender

Handset
(device, age, history)

Bank

Home address



Location

Habitual destinations

Current location

Habitual journeys

International roaming

Points of Interest

Work location



Socio-demographic

Social grade

HH composition



Tariff data

Text usage

Voice usage

Data usage



Phone behaviour

Web logs

Call logs

TRANSPARENCY

1st PARTY BANK
VERIFIED TELCO DATA

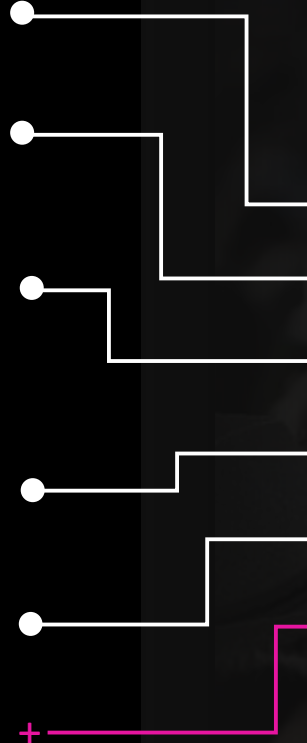
PASSIVE AND ACTIVE PHONE
BEHAVIOUR

A MULTITUDE OF
LOCATION TECHNOLOGY
(INCLUDING SMALL CELL
AND VERIFIED GPS)

VISITOR INSIGHT FROM
POINTS OF INTEREST

INSIGHT FROM SMALL
CELLS TECHNOLOGY

YOUR OWN CRM
CUSTOMER DATA



USING FIRST PARTY
VERIFIED DATA
AS A FOUNDATION
TO BUILD
AUDIENCES
USING MULTIPLE
VERIFIED
DATA SOURCES

TRANSPARENCY

VERIFICATION

TO AN OPTED-IN AND GDPR-COMPLIANT BASE



NO RISK: DIRECT, ONE-TO-ONE RELATIONSHIP WITH END USER



ALWAYS OPERATED WITHIN THE CONFINES OF CONSENT

We've always taken data protection seriously, with user consent at the heart of our offering. We continue to adhere to data protection laws and rely on consent to deliver Weve's advertising to customers.

We've been planning for GDPR since 2016 and have a well structured and controlled governance process surrounding use and protection of data within our organisation. Customers have been contacted to confirm their marketing preferences, which includes marketing communications from O2 on behalf of advertisers and brands.

TRANSPARENCY

VERIFICATION

CONSENT



TAKING INDUSTRY ISSUES SERIOUSLY:

WE'RE ONE OF THE **FOUNDING MEMBERS**
OF THE IAB GOLD STANDARD CERTIFICATE

Designed to raise standards in digital advertising by addressing three key issues: **ad fraud**, **brand safety** and **ad blocking**.

By raising standards and weeding out bad practices, consumers and brands will be better placed to benefit from improved advertising experiences and confident in brand safe environments.



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