Boltive Privacy Guard
Your secret shopper for privacy violations

Your customers trust you with their personal information, and you have invested time and money in making sure your customer data management practices are clean, controlled, and compliant with new regulations.

But what happens when you take that customer data and put it back to work driving your business goals? Are your partners as careful with that data as you are? If not, that can leave you open to regulatory penalties, user complaints, and damage to your brand's reputation. How can you be sure your partners are following all the new data privacy rules?

Today, making sure people DON'T see ads is just as important as making sure they do.

Boltive Privacy Guard™ enables you to monitor data leakage in the same intuitive ways you monitor brand safety and fraud. Out of complexity comes simplicity.

The Problem

The digital ad ecosystem is baffling and convoluted. Marketers trying to reach their audiences are faced with making sense of a confusing landscape. Technical complexity creates openings for data leakage and privacy compliance problems caused by interventions of bad actors and honest mistakes of well-meaning partners. In a new privacy-oriented world, data sharing can create liability more often than data theft does.

> A study by MIT and University College London show that only 12% of CMPs meet the legal minimum requirement for data compliance.

Meanwhile, with the final deprecation of third party cookies on the horizon, over 100 audience targeting solutions like Universal ID 2.0, Google Privacy Sandbox, and others are expected to be in market by early 2022, making your job that much more complicated.

Here's How We Can Help

We use patented technology to simulate your consumers' journey on the web, enabling you to verify that your CMP is working correctly and that your partners aren't sharing your data with other companies downstream.

Our technology audits for three types of risks:

1. Prohibited retargeting
2. Unauthorized data collectors
3. Failed consent strings

Our synthetic user personas browse the open web just like your consumers do. You can customize your profiles with a wide range of personal information and actions to match your customer set or retargeting strategy.

After setting the opt out in your CMP, your personas surf the web and capture the ads they see, sending thousands of points of data back to your dashboard to alert you to potential issues.

We identify and flag improperly retargeted ads, unauthorized data collection, and mistakes in transmitting consent signals between systems. Now you have the ability to audit your partners for consumer opt-out compliance, no matter how far downstream your data goes.

Your dashboard also surfaces insights into the performance of emerging audience targeting solutions, like Unified ID 2.0 and Google's Privacy Sandbox. You can compare solutions head to head, and use our brand identification technology to collect intel on your competitors' marketing performance. Are they reaching more of your audience than you are?

And Boltive's patented technology is a codeless solution -- no system integration is required. It's easy to add us to your current set of tools without adding weight to your site or ads. Just set up your personas and run.

See the Whole Picture

Privacy Guard captures and aggregates real ads being served to your personas in real time, delivering to you the key insights you need to keep your consumer data -- and your brand reputation -- safe.

We rate ads, partners, data collectors, and user personas on the Boltive Risk Index, or BRI™, a data privacy scoring framework that helps you understand at a glance whether your partners' data practices are violating your consumers' rights and putting you at risk of a regulatory action.

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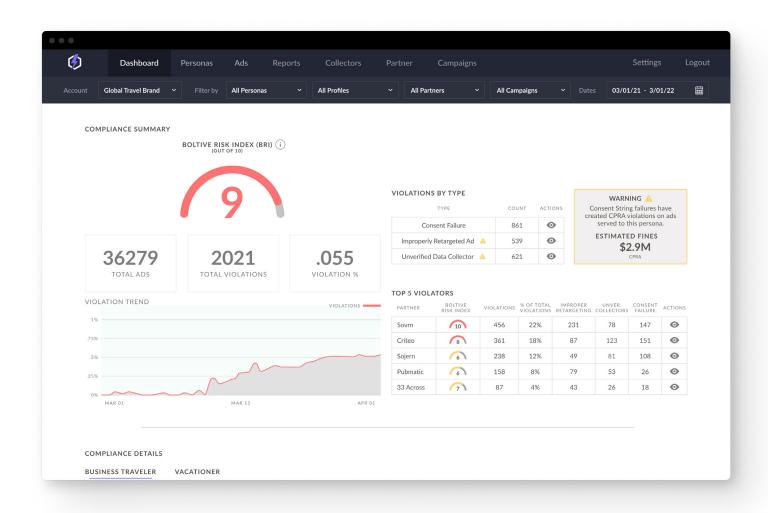## Your secret shopper for privacy violations

Your dashboards, reports, and alerts ensure you can quickly identify audience violations, and take action to resolve critical data issues efficiently and effectively. You will navigate the changes brought forth by third party cookie deprecation, avoid regulatory liability, and protect your consumers' privacy.

- Spot problems with consent signal handoffs throughout the ad ecosystem
- Identify compliance violations across a range of regulations and frameworks
- Visualize the flow of consumer data on an ad by ad basis, revealing data leakage in real time

A Better Partner.

We founded Boltive with a single mission: to clean up ad tech, and be a great partner in the process. It's a role we continue to take incredibly seriously as we expand our mission to ensure all of our customers' data is protected, and help our clients make sense of the changes in our industry.

To get started, sign up for a free 30-day trial or schedule a demo at: hello@boltive.com