Three Ways to Utilize Neutronian Data Privacy Scores

Introduction

What are Neutronian Data Privacy Scores?

Neutronian Data Privacy Scores (DPS) were developed to bring clarity and trust to the marketing ecosystem. The scores are an established standard for data privacy verification and were created to take the guesswork out of the partner vetting process and to give those that are going above and beyond to do their part, a way to stand out.

What elements are included in the DPS?

The DPS are generated based on a review of the publicly available data about each company / domain. The scoring framework includes three sub-categories that are then aggregated into an overall score.

DPS Category	Consent & Compliance	Data Disclosures	Company Background
Verification of:	Privacy Risk	Reputational Risk	Trustworthiness
Examples of aspects reviewed:	• Ease of locating privacy policy • Ease of opting out of data collection • Presence of key disclosures required for applicable laws (ex. GDPR, CPRA)	• Presence of details on how/where data is sourced and with whom data is shared with • Disclosure of whether or not sensitive data is collected and if so, how it is used	• Ease of locating details on key executives, founders and investors • Presence of details on the geographic locations of business operations and staff

Platform Use Cases

Partner Vetting

Leverage quarterly DPS reports internally as a part of your initial data provider vetting process and to ensure that existing partners remain compliant.

Company Name	Overall DPS	Overall Rank Tier	Consent & Compliance	Dataset Characteristics	Company Background
Data Provider1	83.09	Above Average - Top 10%	80.56	78.13	93.75
Data Provider2	62.50	Average	52.78	56.25	93.75
Data Provider3	77.94	Above Average	81.94	68.75	78.13
Data Provider4	48.12	Below Average	38.89	51.25	49.72

Inventory Curation

Include DPS as an input in your PMP creation process or integrate our contextual segments to help your clients ensure that their campaigns are not running on privacy risky sites.

Activation Options:	Domain Exclusion List OR Contextual Targeting Segments
Based On:	Relative Ranking OR Score Threshold
Examples:	Exclude sites with "Below Average" Overall DPS Exclude sites with an Overall DPS below 50

Campaign Optimization

Surface DPS in your campaign reporting interface so your clients can make optimizations that help improve performance and mitigate risk.

Domain	Impressions	CTR	DPS	DPS Rank Tier
Domain 1	11,234,500	0.12%	82.35	Above Average
Domain 2	5,433,620	0.05%	62.50	Average
Domain 3	8,721,300	0.02%	42.63	Below Average
Domain 4	6,987,210	0.08%	57.01	Average

For more details about DPS use cases or to discuss integration opportunities, contact us at partner@neutronian.com

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