



## Press Release

# European Privacy Seal EuroPriSe awarded to Predictive Targeting-Solution PTN 2.0 by nugg.ad

Berlin/Kiel, September 10th, 2009

*„Predictive Targeting Networking (PTN) Version 2.0“ by the German nugg.ad AG proved its consistency with European data protection regulations and receives the European Privacy Seal – EuroPriSe for IT products and IT-based services today.*

Predictive Behavioural Targeting uses information collected on individual's web-browsing behaviour and combines it with survey data to select which advertisements to display to a web user. As promising as tailored advertising may be for the ad serving and targeting industry as critical it can be for internet users. If web-browsing behaviour and preferences are collected on a long term basis identifying internet user, individual profiles can be generated. This may lead to increased prizes for customers who are known to frequently buy over the internet. But behavioural online marketing can be done in a privacy respecting way, as proven by the German based nugg.ad product Predictive Targeting Networking (PTN) v. 2.0 that was awarded with the European Privacy Seal – EuroPriSe today.

The EuroPriSe trust mark ([www.european-privacy-seal.eu](http://www.european-privacy-seal.eu)) is issued by an independent certification body to IT products and IT-based services after successful completion of a two-step, quality-backed procedure: an evaluation by accredited legal and technical experts is validated by an independent and impartial certification body at the Unabhaengiges Landeszentrum fuer Datenschutz (ULD, Independent Centre for Privacy Protection). The seal as well as the public reports provide transparent guidance when choosing or privacy valuating an IT product or service.

The EuroPriSe award-winning solution PTN 2.0 by nugg.ad AG is offered to online site-owners to increase the effectiveness of user optimized information or advertisements to internet users who are most likely to be interested. The information used includes a statistical projection based on the clickstream, (assumed) user interests, and on (assumed) answers that he or she might have given in a socio-demographic questionnaire. At no time nugg.ad receives ip-addresses of the internet user. This is guaranteed by using an independent intermediary service anonymising ip-information before sending it on to nugg.ad. The intermediary does not record any log data to prevent subsequent combination of information and ip-address.

“In the case of PTN 2.0 it must be underlined that nugg.ad abstains from using cross-provider profiles and sensitive data categories, such as information on illness. The nugg.ad opt-out offered to users is also exemplary and nugg.ad's clients are also given specific instructions on how to implement a cookie opt-out on their own web pages.” commented Dr. Thilo Weichert, Privacy Protection Commissioner of the Federal German State of Schleswig-Holstein and head of the Independent Centre for Privacy Protection (ULD).

“I am delighted to award the European Privacy Seal to PTN 2.0, a behavioural targeting solution in an industry sector that did not care too much about consumer privacy in the past. Fair information practices and the renouncement to use secret cookies, tags, and tracking build consumer confidence. We hope that the award of

the privacy seal will set a good example in respect of consumer privacy.” added Kirsten Bock, EuroPriSe manager at ULD.

### ***About EuroPriSe***

EuroPriSe is an initiative led by the Unabhängiges Landeszentrum fuer Datenschutz (Independent Centre for Privacy Protection Schleswig-Holstein, ULD) Germany. EuroPriSe was funded with 1.3 million Euro by the European Commission's eTEN program. The EuroPriSe project consortium led by ULD included partners from eight European countries: the data protection authorities from Madrid (Agencia de Protección de Datos de la Comunidad de Madrid, APDCM), and France (Commission Nationale de l'Informatique et de Libertés, CNIL), the Austrian Academy of Science, London Metropolitan University from the UK, Borking Consultancy from the Netherlands, Ernst and Young AB from Sweden, TÜV Informationstechnik GmbH from Germany, and VaF s.r.o. from Slovakia.

For more information please visit [www.european-privacy-seal.eu](http://www.european-privacy-seal.eu).

### ***About nugg.ad***

nugg.ad AG, founded in 2006 by Stephan Noller and Klaus Kögler, is the technological leader in providing predictive behavioral targeting solutions for managing advertising in digital media. nugg.ad enables advertisers, media agencies and publishers to significantly increase the impact of their advertising through delivery to relevant target groups. Predictive behavioral targeting employs a unique approach, in which data measuring the surfing behavior of Internet users is enriched in real-time with survey results on socio-demographics, product interests and lifestyle. This is achieved through the generation of predictions (statistical profiles), which contain no personally identifiable data. nugg.ad is the first targeting services provider on the market to have earned the privacy seal of approval from the 'Independent Centre for Privacy Protection' in Germany (Unabhängiges Landeszentrum für Datenschutz Schleswig Holstein). 2008 has already brought nugg.ad the 'Red Herring 100 Europe' and the 'European Seal of E-Excellence' awards. Berlin's bmp Media Investors and other venture capitalists have been shareholders in nugg.ad since November 2006. nugg.ad's clients include SevenOne Interactive, Axel Springer Media Impact, eBay Advertising Group, OMS, IQ media, Ströer Interactive, Hi-Media, ARBOinteractive, Unister Media, Ad'LINK Group UK, allesklar.com, Ekstra Bladet, Scandinavia Online AS (SOL), Tripple@, krone.at, Expressen, Interia, Internet Billboard a.s., and Austrian daily newspaper, 'Der Standard'. nugg.ad is based in Berlin, with branch offices in London, Paris und Warsaw.

For more information please visit: [www.nugg.ad](http://www.nugg.ad)

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