Outbrain and GDPR for Amplify Customers
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Outbrain's mission statement is to serve relevant recommendations to readers based on their interests.

In General

Outbrain remains compliant with EU data protection laws. The General Data Protection Regulation (GDPR) is an evolution of existing EU privacy regulations. To comply with the GDPR, Outbrain enhanced its existing solid compliance framework for processing personal data.

More specifically, Outbrain launched a formal global privacy program which is fully documented in an internal Outbrain website. Outbrain's privacy program centers around 8 promises, which Outbrain commits to comply with on a continuous basis. These 8 promises, are designed to be easily understood by everyone at Outbrain and are made by Outbrain to its staff, its Engage publishers/partners, its Amplify customers, its end users and to the various data protection authorities. For example, our Promise 1 is, Awareness: We each promise to be aware of privacy laws. To implement the 8 promises, Outbrain has appointed a team of Privacy Champions. Each Privacy Champion has been allocated roles and responsibilities related to privacy. Our Privacy Champions are the key individuals within our organization responsible for enforcing our 8 promises. They are responsible for engaging other staff within our organization on privacy matters. Outbrain's privacy program was designed to ensure Outbrain continuously complies with its accountability obligations and is able to demonstrate compliance with the GDPR.

Data collection & use

When Outbrain serves relevant recommendations to readers based on their interests, Outbrain is a data controller as it determines the purpose and manner for processing the personal data of the readers. Amplify customers provide their content to Outbrain and Outbrain decides what information it needs to collect and process from readers to be able to target Amplify customer's content to readers who would be interested in such content across Outbrain's network. Outbrain assigns a UUID (unique user ID) to each reader that interacts with Outbrain's widget (which contains the customer content) in order to recommend relevant content to that specific UUID. The GDPR treats UUIDs as personal data. As part of the Outbrain UUID creation process, Outbrain collects readers' IP address, translates it to a geo location and removes the last octet of such IP address.

Outbrain Pixel:

Amplify customers want to be able to track readers after they interact with Outbrain's widget (which contains the customer content). To achieve this, Amplify customers can, at their sole discretion, decide to implement the Outbrain pixel on various pages of their website. When the pixel is implemented by the Amplify customer, Outbrain enjoins an existing Outbrain UUID with the pixel. By matching the Outbrain UUID with the pixel, Outbrain can tell Amplify customers where the reader went on the Amplify Customer website (i.e the reader first clicked on content of the Amplify Customer in the Outbrain widget and then went to the Amplify Customer's homepage, purchased an item and eventually ended on the “thank you for shopping with us page”). When the Amplify Customer opts to implement the Outbrain pixel, no additional personally identifiable information is collected, transmitted, or stored.
by Outbrain. The only personal data Outbrain has is Outbrain’s own UUID, which if present, will now also include the fact that a reader visited the page of the Amplify Customer site where the pixel is implemented. The pixel captures which Outbrain UUID (unique user ID) interacted on pages where the pixels are installed, as well as the relevant time stamp, referring source and the fact that a conversion occurred.

The pixel only tracks activity on an anonymized basis. The pixel does not track or collect any personally identifiable information. At no point should Amplify advertisers pass any personal data of their customers/users to Outbrain.

For further information about how the Outbrain pixel and use of DMP data works, please refer to Outbrain’s supplementary documentation on these topics.