

# CASE STUDY



## ADVISING ON THE USE OF PERSONALISED ADVERTISING

### Challenge

Our client was engaged in a new project that utilised novel advertising platforms that use profiles of customers to drive more targeted TV adverts.

Personalised advertising already follows us across the Internet, and now it is coming to our TVs. It isn't as personalised as Internet behavioural advertising, but it can have great benefits.

For viewers, the benefit is that they are not shown irrelevant ads. For businesses, even smaller companies can target specific, local catchment areas rather than wasting money on national commercials. This opens up TV advertising to a broader market.

For larger retailers like our client, it is also imperative for them to be at the forefront of technological innovation. That said, compliance is key to ensuring that the organisation reaps the benefits, but avoids the large fines that can be levied in line with the GDPR and other data protection legislation.

### Solution

We advised our client on the use of novel advertising platforms that use profiles of customers to drive more targeted TV adverts. We also advised them on how to implement these services, including defining appropriate contract terms to manage the appointment of a data processor to conduct the marketing analytics required.

### Impact

Profiling and data analytics is a growing field, and the development of targeted TV advertising based on customer profiles is at the cutting edge of technology. The potential to create new forms of personal data that may affect the individual – particularly where this could be used to re-identify individuals – leads to increased risk for businesses. We helped our client to manage that risk.

### International furniture retailer

### Legal directory extract

*"Pritchetts Law LLP has always been incredibly reactive, professional and very helpful. Interactions have consistently been extremely well handled, professional, measured and on point. The service provided has always helped us solve issues we were having, and they thoroughly answer any question we bring to them. When dealing with Pritchetts Law LLP, we get a very personalised service with great professionalism."*

**Quoted in The Legal 500 UK 2021**

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