

IAPP UK Intensive 2026

Privacy | AI governance | Cybersecurity law

Training 23-24 February

Workshops 24 February

Conference 25-26 February

LONDON

#IAPPIntensive26

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Spring Cleaning Tips for Targeted Advertising and Data Enrichment



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Welcome and introductions



Rebecca Cousin

Head of Privacy
Slaughter and May



Alex Press

Head of Legal and DPO
Domino's



Evelien Visser

Group Data Privacy Senior Legal Counsel
Shell

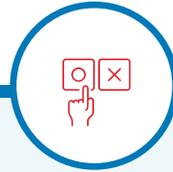


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Agenda outline



Case Study to demonstrate challenges and tips



Polling to get your experiences



Questions at end



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Introducing Cubeana Health and Beauty



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Cubeana: New Digital Marketing Plan

MARKETING TEAM

“ Hi team DP! Hoping for some help. Now we've bought various brands, we need to have a pan-Atlantic digital marketing plan for them. First up is standardising website and apps. Key is to maximise first party audiences and to provide more targeting marketing.



Website Cookies: Risk

EU & UK

- Regulator focus and enforcement risk
- Increase fining powers



US

- FTC
- State level focus
- Class actions



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Spring Cleaning Tips

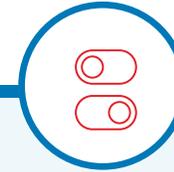
- 1 Undertake cookie audit
- 2 Refresh risk assessments



Website Cookies: Opportunity



UK relaxations
under Data
(Use and Access) Act



Potential EU
changes in
Digital Omnibus





Spring Cleaning Tips

- 3 Assess ability to benefit from relaxations
- 4 Redesign cookie banner & manage underlying data flows





Does your organisation request marketing consent on your app?

Apps

MARKETING TEAM

“ We don't want to rely on consent to collect data through our app – that's ok isn't it?”

Increased regulator
focus

Interaction app / play store
settings

Are SDKs
the solution?



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Spring Cleaning Tips

- 5 Rules are platform agnostic
- 6 Dig into the details – what are the relevant facts?



Cubeana: New Digital Marketing Plan

MARKETING TEAM

“ Hi, I need to know whether our marketing comms are hitting the spot, so I’m going to embed pixels. Everyone does it so must be fine, right?



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Does your organisation embed pixels in marketing comms?

Pixels And Other Tracking Technologies



Scope of tracking technologies – it's not just pixels



Guidance from ICO, EDPB and EU DPAs



Lawsuits in Texas based on fingerprinting





Spring Cleaning Tips

- 7 Legislation is technology agnostic
- 8 Tell me what it does, not what it's called



Dark Patterns

MARKETING TEAM

“ Ok, so I accept we have to get consent for the tracking we need to do, but we need to build this into a customer journey that will encourage a good take up rate. I’ve seen some examples others use, so we plan to use this approach



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How confident are you that your organisation doesn't use dark patterns to help to obtain marketing permissions?

Dark Patterns: Regulator Concerns



ICO and EU DPAs



Competition
Authorities



EU Digital
Regulation



US – FTC and state
level





Spring Cleaning Tips

9

Review whole customer journey,
not just actual consent wording

Hyper Personalisation

MARKETING TEAM

“ We need to provide an uber personalised experience for our customers, it's what they expect so we're going to use AI to improve their experience



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Does your organisation current use hyperpersonalisation, or does it intend to?

How Hyper Personalisation Works



Needs data
enrichment



Risk of use of special
category data and data of
vulnerable individuals



Use of Gen AI





Spring Cleaning Tips

9

Review whole customer journey,
not just actual consent wording

Children's Data

MARKETING TEAM

“ We don't want to target children, but we know that the 10-16 demographic is engaged with beauty products. Are there any do's or don'ts?



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Challenges With Children's Data



ICO Children's
Code



US COPPA and state laws



Age assurance
techniques





Spring Cleaning Tips

- 11 Risk assess likely use of website/app by children
- 12 Consider measures to deter children providing their personal data

12 Spring Cleaning Tips

1 Cookie audit

2 Refresh risk assessments

3 Assess cookie exemptions

4 Redesign cookie banner & manage data flows

5 Rules are platform agnostic

6 Dig into the details

7 Rules are technology agnostic

8 Tell what the tech does

9 Review whole customer journey

10 Transparency, informed consent and opt-outs are key

11 Assess likely access by children

12 Consider measures to deter children providing data



Questions?



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Speaker Details



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How Did Things Go? (We Really Want To Know)

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- Select IAPP Intensive 2026.
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- Find this session. Click "Rate this Session" within the description.
- Once you've answered all three questions, tap "Done".

Thank you!



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