



Purpose Worldwide

OneTrust Integrates with the IAB Diligence Platform, Powered by SafeGuard Privacy

First-of-its-kind integration simplifies vendor due diligence for the digital advertising industry

Atlanta – [OneTrust](#), the market-defining leader for trust intelligence, today announced that it has become the first company to integrate with the Interactive Advertising Bureau (IAB) Diligence Platform, powered by SafeGuard Privacy. The integration enables OneTrust users to seamlessly integrate IAB Diligence Platform vendor assessments into the OneTrust platform, boosting efficiency, accuracy, and accountability across the digital advertising industry and in adherence to data privacy compliance requirements.

IAB and [SafeGuard Privacy](#), a SaaS-based compliance platform that allows publishers, agencies, brands, data providers, and tech platforms to assess partner compliance with global privacy laws, first introduced the IAB Diligence Platform in January at the IAB Annual Leadership Meeting. The partnership was forged to make privacy diligence more efficient and effective across the digital advertising industry. By harnessing the power of interoperability, the IAB Diligence Platform facilitates dynamic and secure sharing of critical diligence information among companies, fostering collaboration and bolstering regulatory adherence across the digital landscape.

“The [continued expansion of state privacy laws](#) in the US is creating an increasingly fractured and challenging regulatory landscape,” said Blake Brannon, Chief Product & Strategy Officer at OneTrust. “New requirements around vendor due diligence are especially difficult for digital advertising companies who often work with thousands of partners. We’re proud to lead the way as the first company integrating with the IAB Diligence Platform, powered by SafeGuard Privacy, to help our customers drive scalable and efficient data privacy programs.”

OneTrust also helps companies streamline compliance with IAB’s Transparency and Consent Framework (TCF) 2.2. OneTrust’s [consent management platform](#) fosters an advertising ecosystem where consumers, publishers, and vendors can connect seamlessly to increase transparency. With OneTrust, users can provide consent choices and respect privacy rights, manage their vendors, and meet interface requirements.

“OneTrust is a leader in privacy and compliance, and we’re excited to have it as the first IAB Diligence Platform partner integration,” said Michael Hahn, EVP & General Counsel, IAB. “The partnership makes it easier for OneTrust’s clients to use both compliance platforms seamlessly. In doing so, it is helping to raise the bar for industry-wide diligence standards and showing that

industry tools and privacy tools can—and should—work together to make diligence more efficient and effective for both sides of the ad transaction.”

The integration gives OneTrust users access to a powerful mix of capabilities that streamline digital advertising privacy compliance. The outcome from the IAB Due Diligence Platform gives OneTrust users the information needed to satisfy such requirements under applicable privacy laws.

In terms of integration, the IAB Diligence Platform is compatible with any privacy program management solution, flagging any potential legal violations and presenting remediation solutions. The platform is also able to be audited for compliance. IAB's ultimate goal is to have all its members use the IAB Diligence Platform.

To learn more about the IAB Diligence Platform, please visit <https://safeguardprivacy.com/iab-diligence-platform/>.

About OneTrust

OneTrust unlocks the full potential of data and AI, securely and responsibly. Our platform enforces the secure handling of company data, empowering organizations to drive innovation responsibly while mitigating risks. With a comprehensive suite of solutions spanning data and AI security, privacy, governance, risk, ethics, and compliance, OneTrust enables seamless collaboration between data teams and risk teams to enable rapid and trusted innovation. Recognized as the market leader in trust, OneTrust boasts over 300 patents and serves more than 14,000 customers globally, ranging from industry giants to small businesses. For more information, visit www.onetrust.com.

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About SafeGuard Privacy

Founded in 2018 by technology and privacy experts, SafeGuard Privacy offers the first platform for comprehensive privacy compliance management and collaboration. A key feature of the platform is its comprehensive and independent assessments that evaluate a company's privacy programs and guides them on their path to compliance. Its workflow management and governance tools, including policy wizards, training, secure document storage, real-time reporting, and true auditing features empower businesses with everything they need to mitigate risk and demonstrate compliance -- all while saving time and money. In addition, The Vendor Compliance Hub solves the industry RFI process, making it easy for vendors to demonstrate privacy compliance to their partners and mitigate third-party liability. For more information, visit <http://www.safeguardprivacy.com>.

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