Aditaur ™ *[əd itór]*
Privacy audits with a simple click

Detect programmatic advertising and audit the information used to drive it

How Aditaur works

Aditaur™ is a powerful tool that simplifies the process of conducting privacy audits on websites and ad-delivery platforms.

- Just log in to the Auditor web portal and indicate the web domains that you would like to audit
- Aditaur will launch an automated barrage of tests for checking whether programmatic advertising systems, working with these domains, comply with data protection laws
- When the tests are completed you will receive an email in your mailbox with a link to the detailed report of the audit.

What Aditaur offers

- **Regulatory compliance monitoring**
  Detect websites that display targeted advertisements and violate data protection laws regarding sensitive personal data use.

- **Collection of evidence for privacy forensics**
  Identify the intermediaries involved in serving an ad that has used sensitive personal data.

- **Ranking of websites and delivery platforms**
  Identify the good, the bad and the ugly within the AdTech ecosystem when it comes to handling personal data.

Who benefits from Aditaur?

- Brands advertising on the Internet can use Aditaur to verify that they do not put their brand name at risk by offending users or breaking data protection laws
- Websites participating in programmatic advertising to which they have no direct control can similarly use Aditaur to proactively detect controversial targeting
- Media Auditors and Ad Delivery Platforms can use Aditaur for self-regulation purposes
- Data Protection Authorities and Regulators can use Aditaur to proactively monitor the ecosystem and collect evidence for detailed investigations.

Insightful Analytics

Address tactical & strategic questions:

- Is there significant evidence of ad targeting based on sensitive, personal user attributes protected by GDPR?
- Which are the companies involved in the delivery of such ads?
- How effective is Do-Not-Track and cookie blockers in stopping undesirable tracking?

Highlights

- Intuitive graphical interface
- Cloud-based presentation portal and storage
- Customizable dashboards and data export options.

Aditaur™ Gallery

Aditaur

Home

Completed Experiments

Create new

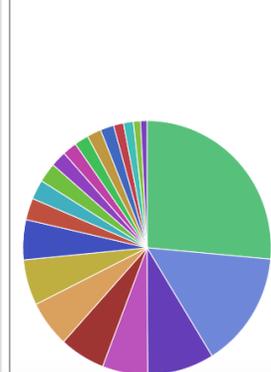| Name	Date	Status	Reports	Actions
ShoeShopper on 4 portals	2017-02-01 06:49:00	In Progress	Frequency Diagrams ▼	Launch Again ▼
Preschool Alexa, Shoenut, WIS on News Portals	2017-01-31 20:31:00	Completed	Frequency Diagrams ▼	Launch Again ▼
Alcoholics on News Portals	2017-01-31 15:57:00	Completed	Frequency Diagrams ▼	Launch Again ▼

Experiments Frequency Diagrams

Preschool Alexa, Shoenut, WIS on News Portals

WIS

Highest frequency category

20 ▾

Frequency per Topic Pie (20)

- ● Software
- ● Politics
- ● Business News
- ● Broadcast & Network...
- ● Journalism & News In...
- ● Local News
- ● Newspapers
- ● World News
- ● Magazines
- ● Gossip & Tabloid News
- ● Sports News
- ● Investing
- ● Computer Hardware
- ● File Sharing & Hosting
- ● TV & Video
- ● Ethnic & Identity Gro...
- ● Apparel
- ● Gifts & Special Event I...
- ● Health News
- ● Dating & Personals

Aditaur Advertisers per Topic

Topic ⇅ Q	Audited Domain ⇅ Q	Advertiser ⇅ Q	Count ⇅	Clean Count ⇅
Software	www.faz.net	get.adobe.com	280	224
Software	www.wsj.com	www.sas.com	6	6
Politics	www.nytimes.com	www.nytimes.com	68	48
Politics	www.nytimes.com	paidpost.nytimes.com	40	30
Politics	www.kathimerini.gr	www.kathimerini.gr	40	40
Politics	www.wsj.com	sponsoredcontent.wsj.com	8	10
Politics	www.wsj.com	www.wsj.com	4	2
Business News	www.nytimes.com	paidpost.nytimes.com	20	15
Business News	www.nytimes.com	www.nytimes.com	17	12
Business News	www.wsj.com	sponsoredcontent.wsj.com	16	20

Experiment Similarity Metrics

Preschool Alexa, Shoenut, WIS on News Portals

Aditaur similarity metrics

- ● Exact Match
- ● Similarity Match

Persona

Aditaur similarity metrics per audited domain

- ● Exact Match
- ● Similarity Match

Audited Domains

Audited Domain ⇅ Q	Average Similarity
www.wsj.com	1.5
edition.cnn.com	1
www.bbc.com	1
www.nytimes.com	1
www.wired.com	1