## Data Science and Data Collaboration

## Data collaboration with consented first party data

**A new era of data clean room 2.0**

Data clean rooms emerged as a practical method of applying privacy enhancing technologies (PETS) to use cases in pharmaceutical testing, finance M&A, healthcare and other nuanced corners of the enterprise software application market.

The first cohort of innovative companies in this space began to see opportunity in marketing and advertising primarily as a way of supporting measurement and analytics by matching identifiers in a secure environment. This was followed by large enterprise cloud companies like Snowflake, Databricks, AWS and Google developing secure matching and data sharing systems on top of their data warehouse technologies. Many innovative companies have jumped on board to build application layers on top of these data warehouse systems.

How does all of this fit into a world of real-time advertising and commerce? How can advanced encryption methodologies be applied at scale to support integrations with existing digital ads platforms across programmatic, CTV and social channels? What about interoperability of disparate cloud systems? How can everyone collaborate in a frictionless way?

## Key Discussion Topics

**Clean Room Interoperability.** What is required to enable brands, media owners, data providers and the ecosystem that surrounds them to collaborate in a frictionless way without moving data from their existing data warehouse systems?

**Real Time Activation.** How can secure data matching move from the 1.0 era of measurement and analytics to a 2.0 era of cookieless activation and targeting?

**Retail Media.** Why are data clean rooms pivotal to retail media and how can retailers move further in their maturity to drive incremental revenue from off site activation and targeting?

**Privacy and Consent.** How can all of this come together in a way that respects the privacy and sovereignty of the data owners and the controllers to whom they have granted consent?

## James Prudhomme - CRO Optable, Canada / UK

An ad tech expert with close to 20 years' experience in the industry, James Prudhomme, CRO at Optable, is a builder and a leader with a successful track record of driving growth across continents and cultures. In September 2015, James relocated from Montréal to London to establish Index Exchange outside of North America and to lead the company's growth across EMEA and APAC. Prior to joining Index Exchange, James was the CEO of Datacratic, a seed stage software company which provided machine learning and AI-based decisioning and optimisation systems to DSPs, DMPs and other martech platforms. Now, as CRO of Optable, James inspires and motivates tightly focused teams. He is a bootstrapper who is not afraid to roll up his sleeves. He says: "I care a lot about values and how values can bring clarity to the journey.