



- Introduction
- Pixels - what they are and why GDPR is relevant
- Advertiser requirements around consent
- Updating your privacy policy
- Useful links

To help with this we have compiled an Advertiser Pack which aims to help you understand the following:

- What pixels are, why they were provided and what they mean to your users
- What your requirements are under GDPR legislation
- Your privacy/cookie policy
- How you can send us a notification for those users that wish to opt out of consent.

Please note that this information is purely advisory. Although we believe it is in our best interest as advertising partners to help you to ensure you are compliant, we are not responsible in law for your compliance in full or in part.

There are a few ways the pixel could have been implemented, including, but not limited to, the following:

- You may have been supplied with the pixels by Newsquest which you implemented onto all pages or specific pages on your website.
- You may have been supplied with a Google Tag Manager Container Tag (GTM) which you implemented onto all pages or specific pages on your website whereby Newsquest managed the placement of the pixels.
- You may have your own Google Tag Manager Container Tag (GTM) to which you gave Newsquest access, so we could place the pixels on your behalf.

Due to the functions that these pixels perform, they collect and store data. Under the current IAB (Interactive Advertising Bureau) framework, these pixels can be defined as the following:

- The storage of information, or access to information that is already stored, on your device such as advertising identifiers, device identifiers, stored, on your device such as advertising identifiers, device identifiers, cookies, and similar technologies.
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The collection of information about your use of the content, and combination with previously collected information, used to measure, understand, and report on your usage of the service. This does not include personalisation, the collection of information about your use of include personalisation, the collection of information about your use of this service to subsequently personalise content and/or advertising for you in other contexts, i.e. on other service, such as websites or apps, over time.

As detailed in our advertising terms, it will be necessary for you to obtain consent from your users under GDPR legislation when they visit your website. As joint controllers of this data, Newsquest will presume you have obtained your user's consent, unless you indicate to us otherwise via passing a signal (see section 4).

To read our Advertising Terms, click here:

<https://www.newsquest.co.uk/terms-of-advertising/>

You may require a Consent Management Platform (CMP). We cannot tell you which CMP you should use or what the consent banner on your site should say.

As all our pixels are Google pixels, we recommend that you read Google's advice guide.

This can be found here:

<http://www.cookiechoices.org>

This page outlines the following:

- CMP options
- Links to further information on User consent policy
- Advice specifically for Advertisers
- Other helpful resourcesOther helpful resources

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