

A man with long, curly hair and glasses, wearing a red jacket over a grey t-shirt, is smiling and pointing upwards with his right hand and to the right with his left hand. He is surrounded by a futuristic digital environment with various data visualizations, including bar charts, line graphs, and network diagrams, all set against a dark background with red and blue bokeh lights.

HAVAS Media Network

THE EVOLVING NATURE OF

CONSENT, 1PD, AND THE FUTURE OF DATA ACTIVATION



HOW CONSENT BECAME TOP OF MIND FOR CONSUMERS AND WHY IT MATTERS FOR FORWARD-LOOKING BRANDS.

Today, data privacy is both a consumer expectation and a regulatory necessity, but it wasn't always that way. Though data protection regulations date back to the proliferation of the internet itself in the early 90s, enforcement was light and marketing largely operated on a 'collect first, explain later' mantra. It wasn't until high profile scandals brought data privacy the forefront of consumer consciousness that consent gained newfound attention.

The marketing ecosystem has moved from unrestricted data availability to governed, permissioned intelligence. Regulatory pressure and platform changes are reshaping how data can be collected, but brands that approach consent as a legal checkbox are missing out on a competitive advantage to build equity with their consumers.

The good news is that consent doesn't have to come at the cost of performance. New, AI-powered modelling and signal layers are enabling brands to derive insight, extend addressability, and activate audiences at scale — all while respecting consent and privacy.

THE NEW CONSENT PARADIGM

No change has been as consequential to the marketing industry as the decline of third-party cookies. Third-party cookies were the backbone of audience targeting and measurement for nearly three decades, and their deprecation reduces addressability across the open web. However, third party cookies aren't, in and of themselves, the cause of today's new consent paradigm – they're a symptom of a larger structural shift in how data is collected, managed, and used.

While consent was once implicit, today it is explicit. Gone are the days of opt-out models and implied consent; GDPR, ePrivacy, CCPA and other global and local regulations have enforced a new model of purpose-based consent. Furthermore, consent is no longer one-time. We've moved **from static to dynamic consent** as users expect the ability to update preferences over time, across channels, and per use case. When consumers do share their data, they expect a **clear value exchange**: personalization, relevance, and trust.

These shifts cannot be addressed by retrofitting an existing data strategy for compliance and platform changes. Brand must become **consent-aware by design** to succeed amidst this new era of data privacy.

In this shifting paradigm, brands' first-party data has never been more critical. Not only is the unique data a brand gathers from its customers more accurate than an external provider's third-party data, it's also inherently more transparent and ensures brand control over user information.

With AI & modelled intelligence, **brands can get more out of their first party data than ever before.** This expanding signal layer enables brands to:



Extend audience understanding beyond observable identifiers



Improve measurement and optimization using aggregated and modelled signals



Maintain scale while respecting consent and privacy constraints

The future of addressability combines deterministic first-party data with modelled and consent-compliant intelligence layers. Brands must be deliberate in this approach, leveraging trust and transparency as drivers of efficacy.

BUILDING A COMPLIANT, DURABLE FIRST-PARTY DATA FOUNDATION

While AI offers huge potential, brands must remember that this technology is only as good as the data it is built on and how accessible and interoperable that data is.

As first-party data's importance increases, brands must rethink their Consumer Data Platform (CDP) strategy. A few years ago, a CDP had a single focus: ingesting and unifying as much data as possible. However, as the backbone of a durable, compliant, first-party data strategy, CDPs must now:



Enforce consent and purpose limitation at the profile and attribute level



Support first-party identity resolution without reliance on third-party identifiers



Act as governance and orchestration layers rather than enrichment or universal identity hubs



Preserve data ownership, portability, and independence from platform-controlled identity ecosystems




Enable activation through privacy-safe integrations with platforms, publishers, and clean room environments

Today, CDPs aren't just about aggregation – they're the cornerstone of a data strategy that is consent-aware by design. In turn, clean rooms take on new importance: from a measurement environment to the strategic collaboration infrastructure for the entire marketing ecosystem. Clean rooms enable:

- 1 Privacy-safe data collaboration between brands, publishers, and platforms**
- 2 Advanced measurement and audience insights without raw data sharing**
- 3 Activation preparation based on aggregated or anonymized outputs**

One way to think of a clean room is as a tool for marketers that transforms raw data into consumer insights that can safely and compliantly be activated. In creating a privacy-by-design data strategy, clean rooms have a clear governance framework with consent at their core and can be designed for interoperability throughout an organization's operating system.



A PRIVACY-BY-DESIGN OPERATING SYSTEM

An agency's operating system (OS) is what ultimately enables the data in a CDP to be activated into actionable audiences. Today, an OS is no longer behind-the-scenes infrastructure – it must be designed with interoperability and privacy in mind to deliver a strategic imperative for brands and agencies alike.

CONVERGED.AI: MARRYING PRIVACY AND EFFICACY

When intentionally designed, an OS does not trade performance for privacy — it enables sustainable, long-term marketing effectiveness while strengthening consumer trust. At Havas, the evolution of our Converged.AI OS has been built around three distinct but interoperable layers that are privacy-by-design, flexible with clients' systems, and efficacious against business objectives:

1 **CONVERGED 360** First-party data governance & orchestration layer

Converged 360 provides a unified, privacy-governed environment to collect, manage, and activate client first-party data. As third-party identifiers are increasingly constrained, Converged 360 establishes a durable data foundation that centralizes consent and preference management systems while allowing clients to retain ownership of their data.

2 **CONVERGED CLEAN ROOM** Privacy-Safe Collaboration & Enrichment

Our clean rooms unlock collaborative data value while maintaining strict governance. Converged Clean Rooms securely integrate client first-party data with publisher, platform, and intelligence environments without exposing raw data. Our clean rooms enable privacy-safe matching and enrichment, support advanced measurement use cases, provide connectivity across partners, and enable activation with major partners.

3 **MATCH.AI** Scalable Intelligence & Activation Layer

Our audience-matching solution combines AI-driven modeling with panel intelligence to delivering marketing efficacy in privacy-safe and high regulatory environments. Amidst fragmented identify signals, we're able to maintain reach, performance, and activation by improving:

Addressability

By expanding beyond deterministic identifiers

Activation

By enabling cross-platform activation across Meta, Google, TikTok, Amazon, and other key ecosystems

Privacy

By supporting privacy-safe audience expansion using modelled signals



THE FUTURE OF DATA-DRIVEN MARKETING

Marketers don't need to choose between privacy and performance.

The future of data-driven marketing is built on interoperable, privacy-first intelligence ecosystems that balance trust, performance, and scalability.

Brands that invest in consent-led data foundations, collaborative clean room strategies, and AI-enabled intelligence capabilities will define the next era of addressability. To learn how your brand can build a privacy-first data strategy, contact info@csahavasmn.com to get the conversation started.

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