

DMEXCO partners with Usercentrics for more data security

Munich, September 4th 2018

Take C.A.R.E, this year's motto, applies both to the activities and visitors at DMEXCO 2018, but also to the GDPR. DMEXCO is the meeting place of every important decision-maker in marketing and innovation as well as the digital economy, and takes the topic of data security to heart by cooperating with Usercentrics for transparent and secure data protection. The Munich-based technology company provides a Consent Management Platform (CMP), which handles the entire cycle of GDPR-compliant Consent Management for DMEXCO.

The UsercentricsCMP ensures GDPR-compliance by obtaining and documenting the consents of visitors to the DMEXCO website. Using the fingerprint icon in the top menu bar, users can manage their privacy settings at any time and, for example, retrieve more detailed information about the processing of their data. In addition to that, each user receives a so-called Consent ID, with which this information can also be validated in the Usercentrics Consent database.

Being one of the most important events for digital marketing and ad technology decision makers, it is important for the DMEXCO convention to set a good example in terms of privacy and data protection. This is why they decided in recent months to partner with Usercentrics.

Mischa Rürup, Founder and CEO of Usercentrics, says: "DMEXCO has a weighted voice in the industry as a platform and community for digital decision-makers and opinion leaders. Our partnership sends out an important signal and makes it clear how seriously the privacy of the user is taken at DMEXCO. We are pleased to be able to support DMEXCO and its website visitors on these important topics."

The feedback so far has been positive: especially the fingerprint in the menu bar is well received by users and is rated as progressive and innovative. Together with Usercentrics, DMEXCO shows how consent management can be implemented safely and easily.

Dr. Dominik Matyka, Chief Advisor at DMEXCO, explains: "We do not just want to talk about privacy at DMEXCO, we also want to practice it ourselves. That is why Consent Management plays an important role in organizing the convention. Visitors of our website and visitors of our DMEXCO community are important to us, that's why transparent Consent Management is key. With Usercentrics, we have found the right partner for this."

Imagery

[Usercentrics on the DMEXCO website](#)

[Privacy settings on the DMEXCO website](#)

[History on the DMEXCO website](#)

(Source: Usercentrics)

Portrait Mischa Rürup perpendicular format (Credit: Raimar von Wienskowski)

Portrait Mischa Rürup horizontal format (Credit: Raimar von Wienskowski)

Portrait Dominik Matyka (Credit: DMEXCO)

About DMEXCO

DMEXCO sees itself as a community and a central meeting point for all important decision-makers from the digital economy, marketing and innovation. We bring together industry leaders, marketing and media professionals, as well as technology and innovation drivers, to jointly define the digital agenda. DMEXCO stands for globally informed and locally focused.

DMEXCO offers a whole ecosystem of lectures by international speakers, exhibitions of top brands and hands-on seminars - all with a view to digital trends and future business potential.

With 40,000+ visitors, 1,000+ exhibitors and 550+ speakers from all over the world, DMEXCO is the industry's top event. In Cologne, we set the benchmark as a network and business platform for the digital economy. Decision makers continue to educate themselves, get inspired, make contacts, and do business. DMEXCO is the place where the digital business of tomorrow can be experienced today.

The Federal Association Digital Economy (FADE) e.V. is - with the special participation of the online marketer circle (OMC) - the ideal and professional bearer of DMEXCO as well as the owner of the brand. The organizer of DMEXCO is Koelnmesse.

The DMEXCO 2018 will take place on the 12th and 13th of September 2018 in Cologne. All information as well as photos, videos and audits for the DMEXCO 2017 can be found at dmexco.com, facebook.com/dmexco, twitter.com/dmexco und youtube.com/dmexcovideo.

About Usercentrics

Usercentrics is the market leader in the field of Consent Management Platforms (CMP). The Software-as-a-Service solution enables advertisers, publishers, agencies and technology providers to obtain, maintain and access the data privacy of their users for data tracking through various web technologies on the website in a privacy-compliant manner.

The Usercentrics solution is easy to implement, freely configurable and legally secure. With the help of Usercentrics, companies can easily introduce transparent Consent Management and ensure DSGVO and E-Privacy compliance at all times. The CMP offers users an intuitive user interface, real-time monitoring, a wide range of options for opt-in A / B testing and optimization tools.

The Munich-based technology company was founded in 2018 and currently manages several million Consents per minute. Usercentrics customers include well-known companies from various sectors, agencies and advertising technology providers.

Press contact Usercentrics

Agentur Frau Wenk +++ GmbH

Phone: +49 (0) 40 32 90 47 38 0

Email: usercentrics@frauwenk.de

