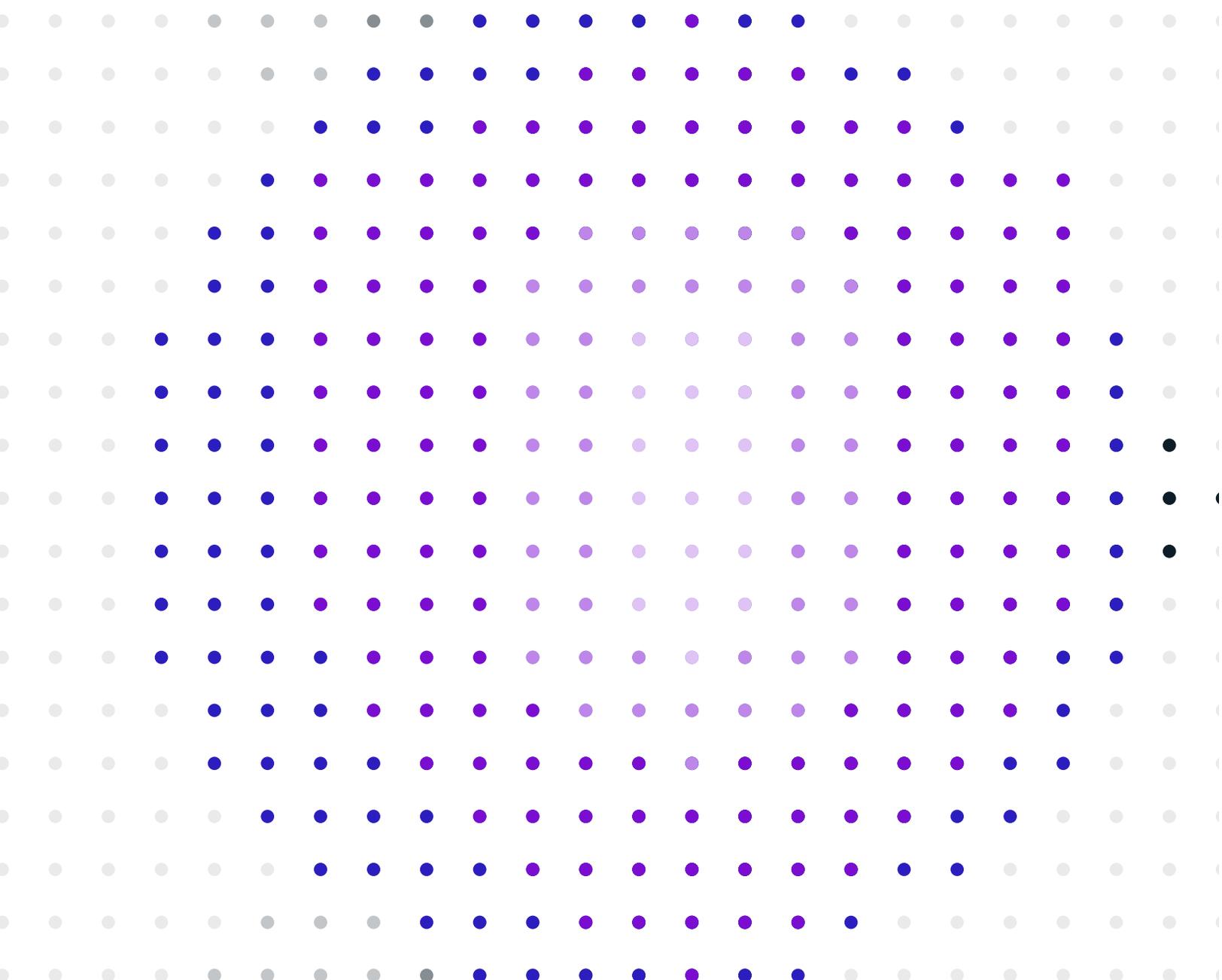# Flixmedia Ensures Seamless Brand Experiences, Responsibly with Privitar

PRIVITAR

Flixmedia helps brands and retailers sell more by automating the process of gathering rich, engaging digital assets—including product images, videos and descriptions—and delivering them to the product pages of retailers' websites. Billion-dollar brands rely on Flixmedia to create and consolidate digital online content for them, ensuring seamless brand consistency across international regions.

Understanding syndication content performance and consumption—how visitors consume rich media content on retailer websites, where they interact, and what content they view—is critical to running rich content syndication services that promote consumer consumption and increase intent of purchase across a variety of channels.

Flixmedia is trusted by brands and retailers to protect consumer personal data as part of their content syndication service. Flixmedia turned to Privitar™ to help onboard industry-standard best practices for data privacy while mitigating compliance and regulatory concerns over consumer IP addresses and alleviating reliance on Flixmedia cookies within Flixmedia's content syndication platform.

Breaking Away From Cookies

Flixmedia captures and collects web activity to build shopper metrics and analytics that drive what content is syndicated to consumers and consumed by consumers, but they have no need to share personal data to achieve this. Historically, Flixmedia would trace a sequence of events to track consumers in their sessions, leveraging cookies to store a unique identifier.

Popular attitudes toward cookies have hardened in recent years. At the same time, the EU's ePrivacy Directive gives consumers the power to opt out of tracking cookies, and major browser providers plan to block third-party cookies, limiting their usefulness in identifying unique visitors. Flixmedia wanted to move away from cookies and generate unique visitors using a browser identifier and IP address. They turned to Privitar to de-identify these values and ensure they meet industry standards in handling personal data.

With the Privitar Data Privacy Platform, Flixmedia can generate a unique, tokenized value that is consistent across sessions yet does not rely on cookies and cannot be tracked back to an individual's identity. All this is orchestrated within their existing data provisioning pipelines. The solution enables their core business to continue uninterrupted with a high degree of respect for consumer privacy.

The Solution: How it Works

Flixmedia uses Privitar's Policy Manager to map their data schemas to privacy policies and orchestrate the automatic application of policies whenever data is provisioned. The Privitar On-Demand Execution Engine (POD) delivers privacy policies as a service that can be called with a simple API call. The solution also achieves consistent tokenization without requiring Flixmedia to store any values or customer data.

Privitar's Platform manages protected data in such a way that analytical utility is optimized, while risk is minimized at the same time. Privitar's unique digital watermarking and metadata features were a strong differentiator, enabling Flixmedia to trace data use and record data lineage, intended lifetime, permitted recipient and purpose, and what protections were applied to the data.

Critically, Privitar's solution is designed for high availability and scalability. POD is scaled horizontally to fit Flixmedia's processing needs, running on computing instances for secure, resizable compute capacity in the cloud. Privitar demonstrated the solution can handle over 40,000 callouts per minute, covering Flixmedia to scale beyond peak demand.

Of course, all of this security and traceability is for naught if the data is not useful to analysts and researchers. That's where Privitar's sophisticated de-identification technologies come into their own, appropriately de-identifying sensitive personal information while preserving the patterns and referential integrity that make data useful.

A Solution Backed by Privacy Expertise

Privitar uniquely combines technology and expertise, with an experienced team of domain and industry experts and privacy engineers fluent in data movement, metadata management, and compliance. Flixmedia leveraged Privitar's expertise in privacy regulation to design a suitable solution and relied on Privitar engineers for a rapid, automated deployment.

As Steve Totman, Chief Strategy Officer at Privitar, says, "Flixmedia is using Privitar's platform to adopt a privacy-by-design architecture. By utilizing tokenization and other privacy enhancing technologies, they can ensure data minimization through the data lifecycle, mitigating both privacy and compliance risks."

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Collaborating closely with Flixmedia Technology and Data Teams, Privitar met a time-to-value goal of 90 days. Chandrasekhar Yeddanapudi, Technical Director at Flixmedia, says, "By working with Privitar, Flixmedia Technology and Data Teams are able to serve the business with highly valuable, protected data in the time that they need. Together we deliver business value with the scalability to meet demand for the foreseeable future."

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Results

The Privitar Platform ensures identifying information is masked and tokenized when Flixmedia uses web activity and periodic data to run analytics on consumer rich-media content performance and consumption. This means Flixmedia can provision high-utility content syndication program performance and consumption data that cannot be related to individuals. Leveraging this privacy-first method to understand content syndication program performance and consumption enables Flixmedia to serve the needs of its customers while protecting consumer privacy.

About Privitar

Privitar empowers organizations to use their data safely and ethically. Our modern data provisioning solution builds collaborative workflows and policy-based data protection into data operations. Only Privitar has the right combination of technology, domain expertise, and best practices to support data-driven innovation while navigating regulations and protecting customer trust.

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