

## Glossary

<b>Actively declared data</b>	Data that consumers hand over voluntarily about themselves – for instance, when registering for services, declaring public records, buying products, requesting quotes, participating in surveys or entering competitions.
<b>Ad blocker</b>	A tool to prevent display advertisements from being shown in a <b>browser</b> window.
<b>Ad exchange</b>	A sales channel between web publishers and advertisement networks that provides a technology platform to facilitate automated real-time bidding for online advertising space.
<b>Ad network</b>	A company that provides sales capability for publishers, aggregating inventory and audiences as a single buying opportunity.
<b>Algorithm</b>	A set of rules and procedures that underpin automated decision making.
<b>Anonymous data</b>	Information that is collected or used without any personal identifiers and where identification is unlikely to take place.
<b>App</b>	Application. Self-contained software programs that fulfil a particular purpose or enable a user to perform a task.
<b>Beacons</b>	Single pixels embedded in a website or the body of an email and effectively invisible to users. When a webpage or an email with such a pixel is opened, it sends a request to the pixel owner's server for an image – allowing the owner to track the event.
<b>Behavioural advertising</b>	This involves serving display advertisements based on inferences drawn on users' website visit history across many sites (their searches, the sites they visit and the ads they click on), based on device identifiers such as <b>cookies</b> .

<b>Behavioural data</b>	Data relating to activities such as web browsing, TV viewing or the usage of telecoms services, which might be used to ascertain a customer's needs or preferences.
<b>Big data</b>	High-volume, high-velocity and high-variety information requiring innovative forms of information processing for enhanced understanding and decision making.
<b>Browser</b>	A software program used to locate and show information on the internet.
<b>Cookie</b>	Small text files placed by a website's server on a user's device when they visit it. Cookies vary in the functions they perform – some are intended to help improve users' experience of the site, while others may share contextual and behavioural information with the cookie's owner.
<b>Data aggregator</b>	A company that compiles data to sell to others.
<b>Data value chain</b>	The series of interrelated actions by which consumer data is generated, collected and processed commercially to create value – and the relationships between the parties involved.
<b>Display advertising</b>	Banners and videos shown next to content on webpages and emails, and in-game advertising.
<b>Inferred ('derived') data</b>	Informed suppositions generated on the basis of the available evidence. By analysing sets of data, firms may be able to infer broad characteristics about individuals to varying degrees of accuracy.
<b>Infomediary</b>	An <b>intermediary</b> whose role in the data value chain is the obtaining, exchange or processing of data, typically on behalf of other market participants.
<b>Intermediary</b>	A company that carries out functions in the value chain between two parties (for example between a publisher and an advertiser).
<b>ISP</b>	Internet service provider. A company that enables its customers to access the internet.

<b>IoT</b>	Internet of Things. The interconnection of <b>M2M applications</b> , potentially allowing data exchange across many sectors – for instance to manage traffic flows.
<b>IP address</b>	An identifier that enables communications over the internet. IP addresses are either static (assigned by an <b>ISP</b> ) or dynamic (reset dynamically by the <b>ISP</b> on a regular basis).
<b>M2M</b>	Machine-to-machine. M2M relates specifically to the interconnection of devices, usually wirelessly – such as devices that track a car’s location or monitor its engine’s performance.
<b>Metadata</b>	Data created by combining <b>personal, anonymous or pseudonymous data</b> for multiple individuals as a group.
<b>Mobile app</b>	A software <b>application</b> or program that is installed specifically on mobile devices (for example, a smartphone or tablet).
<b>Non-personal data</b>	Data that does not contain personally identifiable characteristics and cannot alone be used to identify individuals.
<b>OBA</b>	Online <b>behavioural advertising</b> .
<b>Passively supplied (observed) data</b>	Data that is observed by businesses and collected in the background as consumers undertake activities – for instance information stored by <b>cookies</b> as users browse online.
<b>Personal data</b>	Data that can be used to identify specific individuals, either on its own or together with other data.
<b>PIMS</b>	Personal information management services. PIMS are services that assist individuals to gather, manage and use information, including personal information, as well as potentially to help them extract value from their own data.
<b>Profile</b>	The collection of characteristics describing segments, clusters or aggregated data, including users’ online activities.
<b>Programmatic advertising</b>	The automated delivery of online advertising, generally via real-time bidding systems.

<b>Pseudonymous data</b>	Information collected and used at the level of individuals, which may contain personal information such as age range and gender, but where personal identifiers are not present (for instance, because they have been stripped out and replaced with artificial identifiers or <b>pseudonyms</b> ).
<b>Retargeting</b>	Where users are served adverts on sites they visit based on their previous visit to a different site on a device. Typically the aim is to either target consumers who appeared to be considering a purchase but left a site before doing so, or to target consumers that have already made a purchase, to drive up sales conversion.
<b>Sentiment tracking, social listening, opinion mining</b>	Tools and services that enable companies to gain insights on how their brands and products are being discussed online. By analysing the extent to which they are mentioned in social media content, including whether trends are positive or negative and why, firms may adjust their marketing activity.
<b>Targeted advertising</b>	Advertising shown only to users exhibiting specific attributes or in a specific context or at a particular time of day.