

Yieldr Remains Committed to Safe Data Handling; renews its EDAA Trust Seal with ABC;

Today, Yieldr has for the second time received the EDAA Trust Seal from independent industry Certification Provider ABC, demonstrating their continued compliance with the EU Self-Regulatory Programme for Online Behavioural Advertising (OBA).

The EDAA Trust Seal demonstrates that an independent check has been successfully completed, confirming that Yieldr complies with agreed best practice for dealing with behavioural data when delivering advertising online. Providing this assurance is vitally important to the confidence and trust of consumers and business partners alike.

In a [study conducted by Ask your Target Market](#), 47% of respondents said they are very concerned about online privacy, while another 44% said they are somewhat concerned about online privacy. In general, 69% of respondents said that privacy concerns have kept them from signing up for certain sites or doing other types of online activities, meaning organizations are losing out on potential business because of these concerns.

As we strive to help companies make sense out of their data and activate it into actionable revenue streams, we know the correct and responsible handling of this data is paramount for both organizations and consumers.

“In an age rife with privacy concerns, evolving data policies, ad blockers and an ever-changing online world, Yieldr remains committed to delivering the best experience possible to end users,” said Mendel Senf, Yieldr CEO and co-founder. “The renewal of our EDAA Trust Seal by ABC is the latest testament to our dedication to creating a healthy ecosystem for advertisers, publishers, end users and all constituents within the digital space.”

“We are delighted once again to issue the EDAA Trust Seal to Yieldr having provided them with a robust and independent certification service,” said Jan Pitt, Executive Director of Client Services at ABC. “Their continued certification demonstrates both their expertise and commitment to working to industry-agreed, best practice standards. Independent certification

helps to raise standards across the industry, providing Yieldr's clients with greater confidence in their systems and processes."