

ITV & Planet V

How We Handle Data

Data is at the heart of delivering addressable advertising. The data our clients, partners and publishers bring to the platform is as important to us as it is to you - we're 100% committed to safeguarding data in line with the latest data protection and privacy laws.

There are 3 key data points ITV work with to enable targeting across Planet V:

REGISTERED USER DATA

ITV's own data is used to make advertising as relevant as possible

THIRD PARTY DATA

Powering some of our Refining Audiences products, we work with our trusted third-party data partners in line with data processing laws

ADVERTISERS' FIRST PARTY DATA

Primarily processed via our preferred partner, InfoSum

For Registered User data, ITV collect this on sign-up to ITV Hub and process this in accordance with data protection law. ITV Hub users are informed about the uses of their data (including for advertising) during sign up and they are given the ability to manage their personalisation preferences through their ITV Hub account. Planet V and ITV only process data as per the user's provided personalisation preference.

We only work with trusted third-party data providers and partners that have passed our due diligence measures and with whom we have contracts which require compliance with applicable laws. This includes any data partners we use for data enrichment where you've selected those options.

When an advertiser or broadcaster brings data onto Planet V, it's used only for the agreed audience insights for planning, targeted advertising, modelling, effectiveness and/or aggregated reporting purposes and in accordance with our privacy notice. It's not permitted to bring sensitive personal data onto Planet V and we don't combine your data with other data to create sensitive personal data.

Any questions? Feel free to reach out to hello@planet-v.co.uk and we'll be happy to help.