SITU8ED to revolutionise GDPR compliance in location based advertising backed by French VCs and financial institutions

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SITU8ED solves major regulatory issues for mobile application publishers, increasing the value of their advertising inventory whilst bringing Ad Networks and DSPs into full compliance with GDPR and associated legislation.

Created in 2016 by experts in mobile advertising (ex. Google and Criteo) and context aware computing (from France's national research centre for AI, INRIA), SITU8ED has developed a portfolio of products that intelligently interpret data for location, motion and the environment from mobile phone sensors, locally on the phone, and in real time.

SITU8ED's products transform personal data such as location coordinates into semantically rich information that both improves location based targeting and is categorised as anonymous by the legislation. Their solution conforms to GDPR, to the 2017 updates to the ePrivacy directive, and to the 2017 UK Data Protection Act.

Publishers can increase the value of their inventory by enriching it with behavioural data without any risk of personal data leakage. Ad Networks and DSPs benefit from precise geo-targeting for advertising and fine grained geo-fencing for geo-tracking and attribution, all in compliance with the legislation.

SITU8ED has received seed funding of £800K from French VCs (IT Translation and Le B612) and financial institutions (BPI France, BNP Paribas and Banque Populaire) to launch their products in the UK and France.

'One of the major challenges for Ad Tech in 2018 will be regulatory change and particularly GDPR. Our products provide an efficient and simple to deploy solution to compliance to this new legislation with more precise targeting and higher conversion rates for location based advertising.' - Nicolas Defranoux, CTO of SITU8ED.

'The Ad Tech eco-system will be forced to change as GDPR comes into force. The risks associated with disseminating location coordinates and other personal data will likely outweigh the gains for many publishers and the mobile Ad Tech companies. SITU8ED offers them a solution, both for those publishers that tag inventory with location coordinates and for Ad Tech companies that use location in proximity marketing, drive to store campaigns and other forms of geo-targeting.' - Rodric Bark, CEO of SITU8ED.

'*The Ad Tech market is going to undergo significant changes with GDPR, which opens up opportunities for companies like SITU8ED. This seed funding provides them with the means to realise their potential.*' - Daniel Pilaud, Managing Director of IT-Translation.

About SITU8ED

SITU8ED (www.SITU8ED.com, info@SITU8ED.com) provides embedded smartphone solutions for behavioural analysis: routines, habits, and needs that increase the value of mobile advertising inventory, while ensuring only anonymous data is exported from users' phones.

Our solutions are designed and built to comply with GDPR, the UK 2017 DP act, and the e-Privacy Directive.

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About IT-Translation

IT-Translation (www.it-translation.fr, contact@it-translation.fr) **is an investor and co-founder of "deep-tech" start-ups from French public or private research in digital technology.**

About B612

The **B612 (**www.b612.com, contact@b612.com) is the incubator of the Caisse d'Épargne Rhône Alpes.

The B612 supports start-ups in the creation and acceleration phases, for digital transformation in Fin Tech and neighbouring domains.

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