

Amplify

Amplify (i)
(ii)

1.

1.1

1.2 CPCPCPCPCPKPICPC(i)
(ii) (iii) (i), (ii) (iii)

1.3 (

)1010%

1.4 (i) (ii) (iii) (i) (ii) 2(iii)

1.5,5.1CPC

1.6 8

2.

2.1

2.2 (i) (ii) (iii) (iv)

2.3 (i) (ii) (iii)

2.4

3.

(i) 212(ii) 30

4.

API

5.

5.1CPC

5.2 3060

5.3 3020

5.4. 5.36

6.

6.1 (i)(iv)(i) (ii) (iii) (iv)

6.2

6.3

7.

7.1 (i) (ii) (iii) (iv) Interactive

Advertising Bureau Guidelines, Standards & Best Practices NAI Code of Conduct DAA Self-Regulatory Principles for Online Behavioral Advertising EU Directive 95/46/ECEU Directive 2002/58/ECthe General Data Protection Regulation GDPR
GDPRGDPR

7.2 (i) (ii) (iii) (iv) 13(v)
(vi)

7.3 (i) (ii) (iii) (i)(ii)

7.4

8.

(i)

(ii)

(i)

(ii)

9.

9.1

9.2(i) (ii) (iii) (iv)

10.

/(i) 12(ii) 500

11.

11.1

11.2

11.3

11.4

11.511

11.6

11.7691011

11.8

11.9