

## Data Collection Filter

TrafficGuard's Data Collection Filter (DCF) allows businesses to filter incoming ad referrals, blocking unwanted and unintentional visitors from having their data retained while ensuring genuine, customers can be retargeted at a later date.



### Helping you comply with data privacy laws while keeping your data high quality

The Data Collection Filter sits on your website and analyzes the source of your incoming traffic, blocking unwanted data from being collected downstream by your other systems or allowing it through, depending on predefined rules.

DCF currently flags all visitors that arrive on your site from YouTube and if they don't go on to actively engage with your site by clicking on another page, then their data is not collected. This lack of activity suggests the visitor may be low value, or worse still, may have clicked on your ad by mistake (for example, a child that was inadvertently shown your ad). This process is intended to mitigate the risk of unintentionally retaining data and aims to enhance your current compliance processes.

We are looking to expand upon our DCF product in the future, building out a sophisticated decisioning model to better distinguish between accidental, low value and genuine site visitors while at the same time, giving businesses more flexibility around what data they want and don't want to collect.



### Setup takes minutes

**Google Tag Manager (GTM)** is a prerequisite to use DCF. So long as your IT representative has the access and ability to modify GTM, DCF is simple to set up and takes minutes.

Simply insert a **Javascript tag** in the correct place on your website and your filter activates. Once you nominate an IT representative, the TrafficGuard team will arrange a video call so they can go through the process together, in real time. We'll typically allocate 60 minutes for setup however, setup should take about **30 minutes**.

Reach out to our Integrations Team for an initial chat - [integrations@trafficguard.ai](mailto:integrations@trafficguard.ai)

