

## Criteo appoints Estelle Werth as Its Global Privacy Officer

*Criteo underscores its focus on user privacy, a crucial part of the online advertising industry*

Paris - June 24<sup>th</sup>, 2013 – Criteo, a global leader in performance display advertising, announced today the appointment of Estelle Werth as Global Privacy Officer. Prior to this role, Ms. Werth spent three years as Legal Director at Criteo. She was recently elected to the Board of Directors of the Network Advertising Initiative (NAI) in the United States and the Internet Advertising Bureau Europe (IAB).

The creation of this new position underscores Criteo's commitment to consumer [privacy](#). In 2009, Criteo was one of the first companies to include a link in its advertising banners, giving access to clear, detailed and user-friendly information about personalized ads, its technology and the type of data collected.

In her new position, Ms. Werth will have two primary areas of focus:

- Ensuring user privacy is integrated from product design through deployment
- Continuing to improve communication to consumers, so as to ensure a clear understanding of the objectives of online advertising, to deliver a high level of transparency on how their data is used and so allow them to make informed decisions.

With the creation of this new position – Global Privacy Officer – Criteo definitely illustrates that privacy is a strategic part of its business, for the benefit of consumers and Criteo's partners, and is not simply a compliance or regulatory tool.

*"Online privacy is an issue that is at the forefront of consumers' mind and we take that seriously in our business. Estelle's deep knowledge of the marketplace and her track record leading on issues surrounding privacy will help us to further establish a model of listening closely to our consumers' needs and concerns." said Jean-Baptiste Rudelle, CEO of Criteo. "We see this as an opportunity to address privacy concerns, ensure privacy protection and at the same time develop new value-added services."*

*"I am delighted to be appointed as Global Privacy Officer at Criteo. This new role will help improve dialogue with consumers. I aim to increase consumer awareness and their control over their browsing experience. Transparency allows consumers to make appropriate choices and drives consumer trust. I'll work at further strengthening our privacy policies and positioning and coordinating our efforts towards consumers, our partners and various authorities" said Estelle Werth.*

Prior to joining Criteo, Ms. Werth was an Attorney at law Ernst & Young law firm focusing on information technology, online services and data protection. Ms. Werth holds a post-graduate degree in business law from the University of Paris XI and HEC business school.

**About Criteo**

Criteo is a global leader in digital performance display advertising, and currently works with over 3000 leading ecommerce brands around the world.

Criteo was created in 2005 in Paris, France and now has 15 offices across the US, Europe, Asia and Australia serving more than 30 countries globally. Criteo employs more than 700 employees and is established as a market leading provider of performance driven online advertising technology.

**Press contact:**

Alexandra Pelissero

**Criteo**

Phone: +331 70 56 79 12

[A.pelissero@criteo.com](mailto:A.pelissero@criteo.com)

Severine Godet / Damien Roemer

**Burson-Marsteller i&e for Criteo**

Phone: +33 1 56 03 12 13 / 14 63

[Severine.godet@bm.com](mailto:Severine.godet@bm.com) / [damien.roemer@bm.com](mailto:damien.roemer@bm.com)