

# Kelly Jacobson Collins

## Privacy & Compliance Director

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### Kelly Jacobson Collins

London

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### Summary

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Holder of CIPP/E & CIPM and member of IAPP. With more than 20 years of experience in the advertising, media and technology sectors, I understand the true value and responsibilities that come with working with data. Comfortable working with scaled, global firms or small disruptive start-ups.

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### Experience

#### Blis / Privacy Compliance Director + DPO

May 2021 to present, LONDON

Blis is a location-powered advertising & analytics company that analyses vast quantities of mobile location data, mapping real, human behaviour to help brands understand, reach and engage consumers around the world, delivering measurable results.

Current responsibilities include:

- Ownership of regulatory compliance across all key areas of Blis' business (product, marketing, HR etc.)
- Liaise directly with teams across the business to ensure they understand & action their responsibilities regarding compliance
- Set strategy and execute the Blis adtech and product compliance program, ensuring all technology & product capabilities meet evolving requirements, policies, and regulations
- Work with the wider business to ensure that any compliance gaps or risks are understood and provide support and guidance to expedite remedial action where necessary
- Monitor both global and regional changes to regulations in order to ensure all relevant areas of the business understand and implement those changes (including bodies like the IAB/ICO etc)
- Serve as Blis' acting Data Protection Officer and all the responsibilities that entails, including providing regular updates to the Board around risks and suggested remediations

## Privacy Specialist

February 2021 to April 2021, LONDON

I joined Blis on a short-term contract to help them with a data privacy and compliance project including reviewing existing internal processes and setting up an external facing privacy centre.

## Freelance / Data protection consultant

Nov 2020 to present, LONDON

Working as a consultant on data protection projects for Cornerstone London and Halfspace. I also volunteer my skills as a consultant with not-for-profits.

## Unruly (Tremor Int) / Privacy & Compliance Director

SEPTEMBER 2018 – OCTOBER 2020, LONDON

Unruly is an AdTech supply side business with a heavy emphasis on brand safety and premium publishers. They run video from the world's biggest brands through their data powered ad-exchange, UnrulyX.

I acted as the SME on GDPR, CCPA, PECR and other data privacy regulations. Ensuring all products are compliant with data privacy regulations and that internal teams and external partners are educated on their responsibilities in keeping user data safe whilst balancing commercial needs.

- Chaired and coordinated the monthly Data Governance meeting bringing together stakeholders from across the company
- Designed and ran tailored data privacy training including Privacy by Design workshops and updates on legislation across the company and, working in tandem with parent company, deliver cyber security training and phishing exercises
- Acted as CISO to manage the implementation of technical and organisational security measures following a NIST reviews
- Worked closely with company legal counsel to review data usage clauses contracts and agreements
- Attended and contributed to the IAB's working groups set up following the release of the ICO's "Update report into adtech"
- Spoke on panels (Programmatic Punch, ATS Stockholm and Quantcast/IAB events) and wrote articles about GDPR, privacy, advertising in a cookie-less world and flexible working
- Following Unruly's acquisition, my role expanded to include conducting GDPR gap analysis and risk assessment on Tremor's products for rollout into Europe; building a uniform opt out & DSAR programme and assisting in finalising the group wide new privacy policy and development of all related policies

**Spinview / Director, Partner Development**

APRIL 2016 - APRIL 2018, LONDON

**The Guardian / Strategic Digital Partnerships Manager**

DECEMBER 2014 - DECEMBER 2015, LONDON

**Microsoft / Business Development and Licensing Manager**

JANUARY 2012 - APRIL 2014, LONDON

**MSN UK / Product Manager**

OCTOBER 2007 - DECEMBER 2011, LONDON

**Microsoft Advertising / Media Strategist**

OCTOBER 2004 - DECEMBER 2007

**Mindshare / Account Director**

OCTOBER 2003 - SEPTEMBER 2004

**Vizeum UK / Communications Planning Manager**

MARCH 2001 - SEPTEMBER 2003

**PHD / Deputy Group Manager**

OCTOBER 1996 - MARCH 2001

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**Education**

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**Leeds University/ Economics & Politics + N. American Studies 2:1**

1992 - 1996

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**Community Projects**

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**dawn**

Digital advertising women network founder and committee member

**NCT**

Run free quarterly "Back to work" workshops for mothers (and some fathers) returning to work after parental leave

**Numberfit**

Volunteer as a GDPR consultant for this social enterprise which brings maths and fitness together to improve children's numeracy

**Lollipop mentoring**

Volunteer as a GDPR consultant for this free mentorship programme for ambitious black women in advertising and marketing