Evaluation of TCF Standards on High-Traffic European Websites

Digital Schooling helps their customers with onboarding to different Google products such as Google Workspace, Google Cloud Console, Apigee, Looker, etc. including training and ongoing support and security assessments.

The challenge

The task at hand was to evaluate whether the leading websites in five European countries that receive high traffic have implemented privacy policy standards according to the TCF standard. We had to find a tool that can efficiently gather and analyze data on thousands of websites using historical information from the http archive.

The solution

We chose BigQuery because it provides a scalable and fully managed cloud data warehouse that allows for seamless data querying and analysis. Its advanced features, such as its ability to process large volumes of data in real-time and its integration with machine learning tools, make it an efficient solution for our purpose.

The results

We discovered that after the implementation of the TCF standard on the websites resulted in an increase in outgoing traffic from advertising ads, indicating that the standard had a positive impact on their traffic. The project is currently ongoing, with ongoing data analysis providing additional evidence to support the findings that have already been discovered.

> The ease of use and essential functionality of BigQuery have been instrumental to the success of this project. It's clear that the results achieved could not have been accomplished without the use of this powerful tool.

About Politecnico di Torino

Politecnico di Torino is one of the oldest and most prestigious technical universities in Italy. It offers a wide range of undergraduate and graduate programs in engineering, architecture, and design, and is known for its excellence in research and innovation.
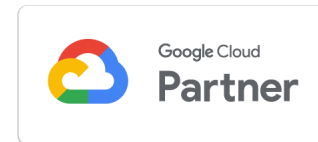
Industry: Education

Primary project location: Italy

About Digital Schooling UG

Digital Schooling specialises in the sectors of education, research, and health, as well as in companies in the EdTech, GovTech, and MedTech sectors.

Products

Google Cloud Platform