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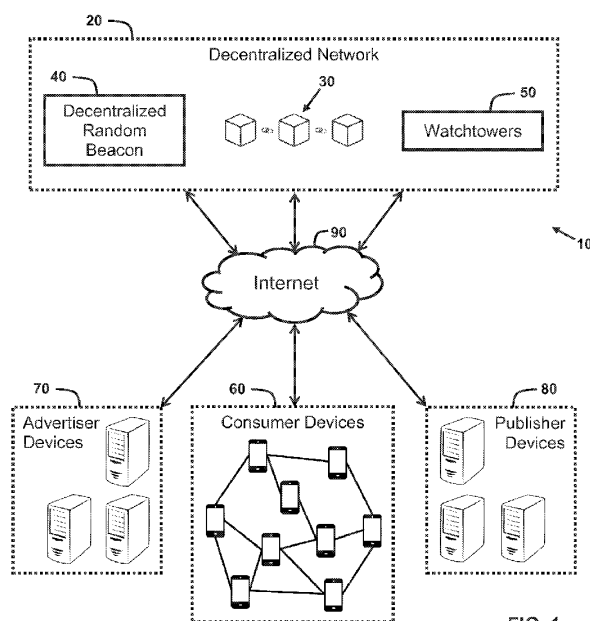
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(54) Title: METHODS AND SYSTEM FOR SERVING TARGETED ADVERTISEMENTS TO A CONSUMER DEVICE



(57) Abstract: A system and methods are disclosed that enable advertisers, publishers, and consumers to interact to provide well-targeted advertisement impressions, while preserving consumer privacy. Particularly, the system and methods enable accurate and reliable targeting of advertisements without the need for privacy-invasive tracking and collection of consumer information by advertisers or publishers. Instead, the consumer retains complete control of his or her own private information, even while that private information is used for programmatic targeting of advertisements. The system and methods disclosed herein advantageously utilize blockchain as a tool for arbitrating data, which accounts for and helps to eliminate fraud, costly arbitrage, and brand safety concerns by providing the programmatic advertising ecosystem with trust, permanence, transparency, and auditability.

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