



## Utiq and Teavaro announce technology and service delivery partnership

- Utiq, founded by Deutsche Telekom, Orange SA, Telefónica S.A. and Vodafone Group plc, announces a new strategic partnership with Teavaro
- Teavaro will provide long-term technology and service support in the development of Utiq's Authentic Consent Service

**London and Brussels, 7 September 2023** - [Utiq](#), the new European ad tech business providing an Authentic Consent Service to the digital marketing ecosystem, and [Teavaro](#), a leading European company for marketing identity solutions, have today announced a long-term technology and service delivery partnership agreement.

Teavaro, which previously developed and supported the validation of the original MVP\* technology, will continue to work alongside Utiq's product and engineering teams regarding ongoing operations and future innovation. Both businesses remain aligned to the ambition of facilitating an open, trusted, ad-funded digital world that fosters quality content and online services.

Utiq – an equal joint venture between European telecommunications companies Deutsche Telekom, Orange, Telefónica and Vodafone - was founded to enable responsible digital marketing for consumers, publishers and brands, with a focus on privacy and data sovereignty.

Since being granted European Commission approval in early 2023, the business has now launched in Germany, Spain and France, with the aim of expanding to the UK and Italy by the end of the year.

Marc Bresseel, Utiq's CEO, commented, "Teavaro is a pioneer in innovative privacy-compliant solutions that benefit the digital marketing ecosystem. Its expertise complements the experience of our own product and engineering teams, providing us with access to an industry-leading strategic technology partner with a proven track record of developing and operating high-performance and scalable marketing identity solutions for nearly a decade."

Robert Bergmann, CEO and founder of Teavaro, remarked, "We are incredibly proud of the work we have done in supporting the development of Utiq's innovative technology. This long-term partnership agreement reflects our belief that this is a solution ready for the cookieless, privacy-compliant era, and we are ready to help shape that future together."

\* MVP: Minimum Viable Product

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**About Utiq**

Utiq is the Authentic Consent Service building a European digital marketing ecosystem based on trust and transparency, giving users simple and easy control over their data. Utiq enables brands and publishers to deliver relevant ad-funded experiences to their audiences while embracing the very toughest privacy standards through its secure and encrypted consenthub and consentpass solutions.

Utiq was launched in 2023 with equal shares held by the telecommunications providers Deutsche Telekom AG, Orange SA, Telefónica S.A. and Vodafone Group plc.

More about Utiq: <https://utiq.com/>

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#### **About Teavaro**

Teavaro is a leading European company for marketing identity solutions with offices in London, Cologne and Madrid. Teavaro assists companies in building their own identity graph to increase conversion rates, optimise media efficiency, and improve attribution. Additionally, the graph helps to create a compliant people-centric consent experience. Teavaro provides a platform and expertise to create and manage dynamic real-time identity graphs using reliable digital identification methods.

Teavaro helps companies to truly connect with their customers based on trust and responsible digital marketing. Teavaro has been employed and trusted by some of Europe's largest brands since 2014, by focusing on helping to create real business outcomes beyond the simple provision of a software solution.

More about Teavaro: <https://teavaro.com>

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