DIGITAL ADVERTISING

TRANSPARENCY, CONTROL, CONSENT

March 2018

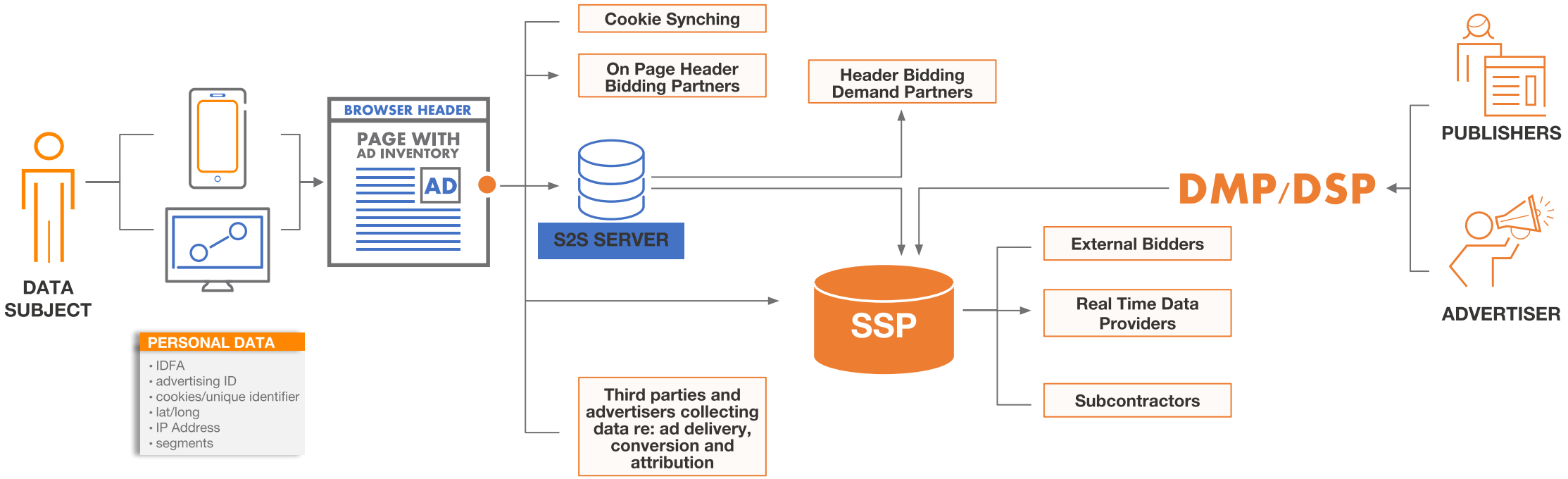
iab europe interactive advertising bureau

Technical standard in development and subject to change.

Agenda

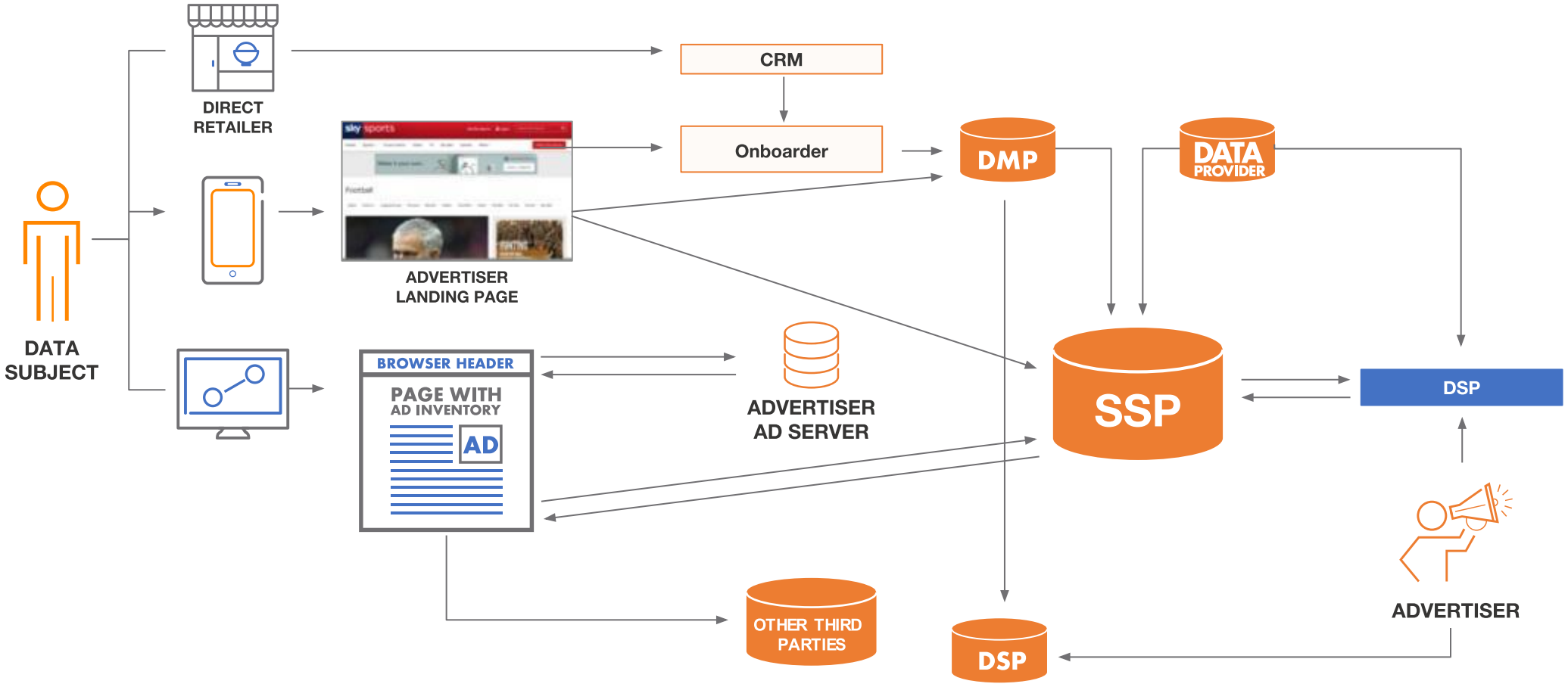
- Issue: EU Regulatory Challenges
- Solutions
  - Closed Ecosystem
  - Open Framework within an *independent* and *flexible* ecosystem
- Standard Framework
  - Goals
  - Framework
  - FAQ
  - Technology
- Action Items

AdTech Data Flows… Sell-side



*Data flows are an example for illustrative purposes only, certain data flows may be missing or different for different parties

AdTech Data Flows… Buy-side



*Data flows are an example for illustrative purposes only, certain data flows may be missing or different for different parties

It’s not all about Consent

- Under GDPR, consent is only one of six “legal grounds” for processing personal data, and therefore ***not*** **always needed**

- For the purposes of access and storage of information on devices ePrivacy Directive consent requirements currently apply

- The Framework is designed to be **flexible and accommodate different publisher and vendor needs** centering on transparency, control and choice

Current Challenges

Data leakage

Lack of Control and Transparency over partners and demand sources on page (and their partners)

No single privacy policy

ePrivacy

GDPR requirements

Continued monetization

Closed Ecosystem

Benefits

- Control data leakage
- Single privacy policy
- Easier consent
- Easier GDPR compliance

Challenges

- Control of data and reporting
- Control of third party partners
- Control of demand

Standard Framework

Transparency for Consumers and Publishers into partners that help monetize sites and apps

Control for Publishers over partners operating on sites and apps and processing their users' data

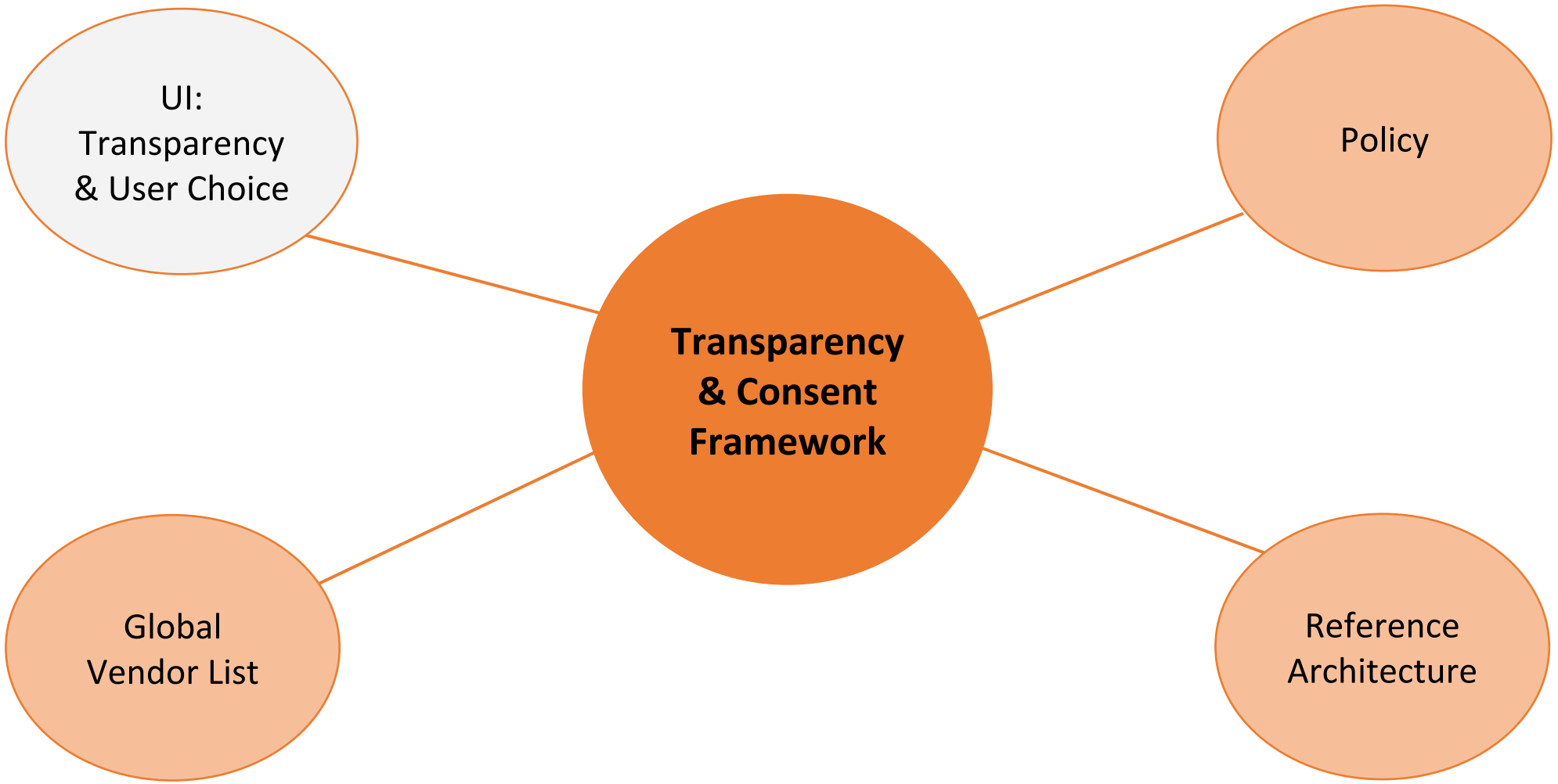
Control for Consumers over how their personal data is used and by which partners

Consent as a potential legal basis

Standardization allowing publishers and partners to operate and communicate efficiently using a single, open source standard

Flexibility for publishers and demand sources to build or work with various consent management providers

Minimize Disruption of the Internet, benefiting consumers, publishers & supporting companies



: requires central governance

: decentralized governance, fully customizable

Common FAQ's

Q: Do Publishers have to facilitate transparency/consent for all vendors on vendor list?

A: No - Publishers control which vendors they want to work with. Publishers pick vendors to support and users can further choose among vendors and purposes.

Q: Does the framework only support global (web-wide) consent?

A: No - Framework supports service (site-specific), group (multiple controlled sites) and global (web-wide) transparency/consent

Common FAQ's

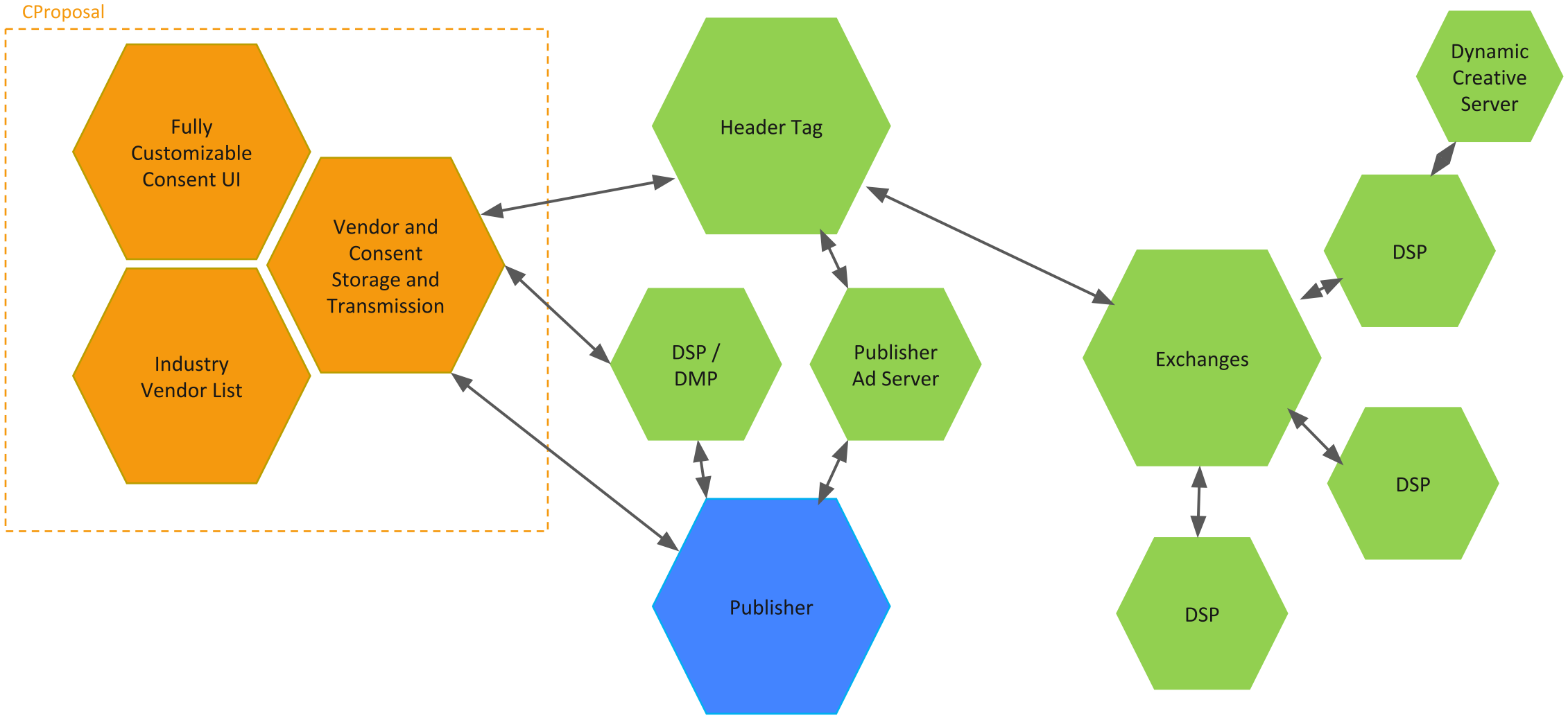
Q: Does the framework support different purposes for different vendors?

A: Current iteration supports control over vendors and over purposes but not different purposes for different vendors. Why? Per technical teams, payload is too large. Technical teams are re-visiting and spec-ing out a solution.

Q: Who will maintain pieces of framework that need to be centrally managed (vendor list, disclosures and updates; policy; consent storage/dissemination reference protocol)?

A: IAB Europe will continue to drive the interpretation and communication of the Framework and will manage the Global Vendor List (GVL). The IAB Tech Lab will manage the technical specifications and on-going updates to the Framework.

Technical Context



The Technology

1. Industry-wide list of vendors bound to standard protocols and policies (Publisher choice over which vendors to activate)
2. Standardized mechanism for requesting, storing, and optionally sharing approved vendors and consent
   - Standard JS API
   - Standard vendor/consent storage format (currently 1st/3rd party cookies)
   - Standardized data structure for transmitting vendor/consent state
3. Open source specification, complete with reference implementations

Global Vendor List

- A centralized, dynamic list of vendors, their purposes, their privacy policy URL, et al
- Versioned to allow for audit trail
- Publishers will use the global vendor list as basis for disclosure and consent requests
- Both vendors and publishers will need to adhere to baseline principles and minimum standards

ID	Company	Privacy Policy	Purposes	…
1	SSP1	ssp1.de/privacy	1, 2, 3	…
2	ANW2	anw2.be/privacy	2, 3	…
3	ANA5	ana5.fi/privacy	4	…
…	…	…	…	…

ID	Purpose	Description	…	…
1	Purpose 1	domain.eu/purpose/1	…	…
2	Purpose 2	domain.eu/purpose/2	…	…
3	Purpose 3	domain.eu/purpose/3	…	…
…	…	…	…	…

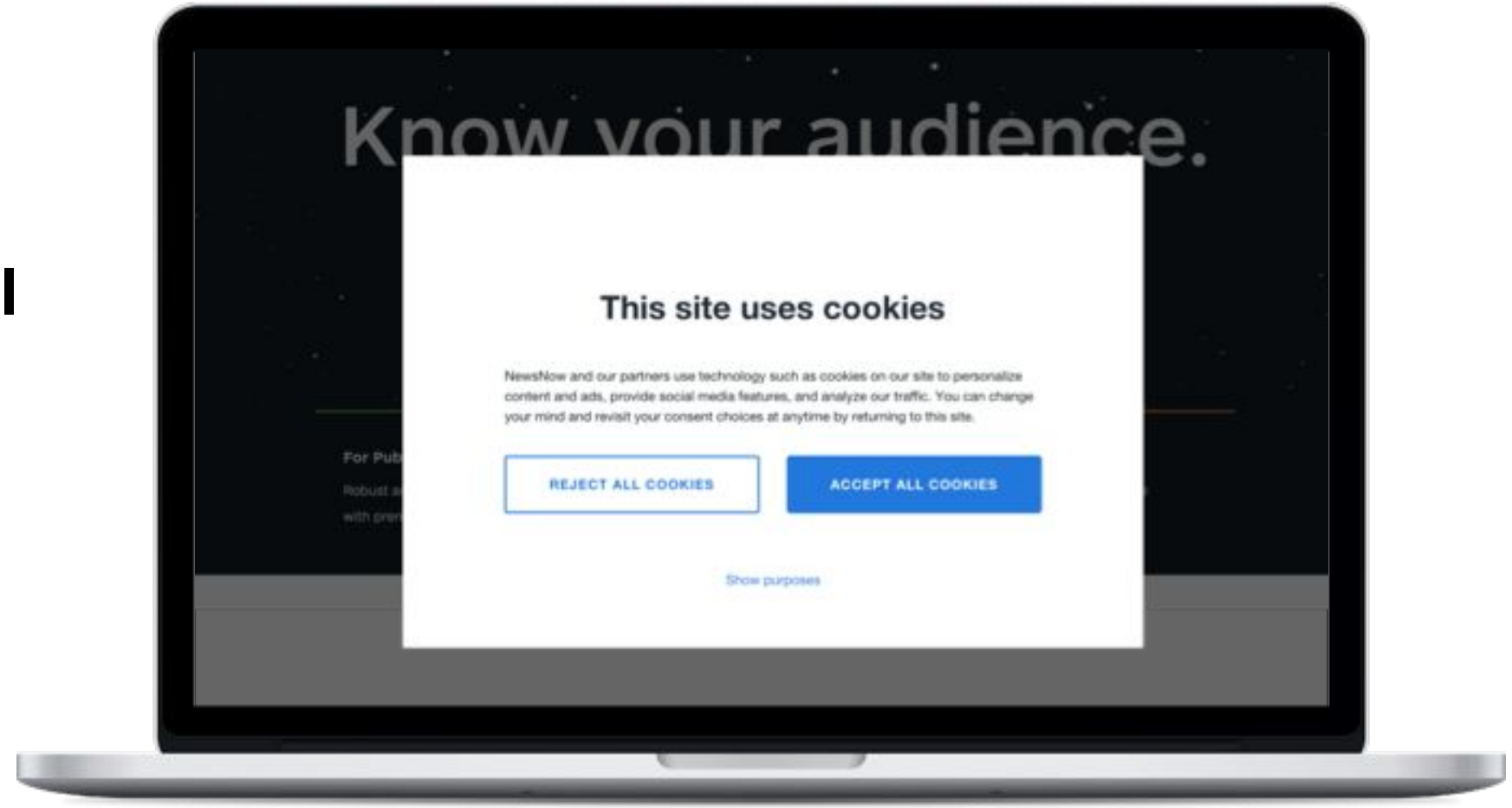
Providing Transparency and Requesting Consent

- A JavaScript library/API which enables publishers to customize the experience of providing transparency disclosures and requesting consent
  - Abstracts the complexities of consent checking and storage
  - Implements standardized minimum disclosure language
  - Ensures the vendor list and disclosure language stays updated to latest version
  - Integrates with consent identification mechanism
  - Makes approved vendor and consent data available for downstream usage via daisy chain

Example of custom UI

Level 1:

Simple consent collection for all selected vendors and purposes

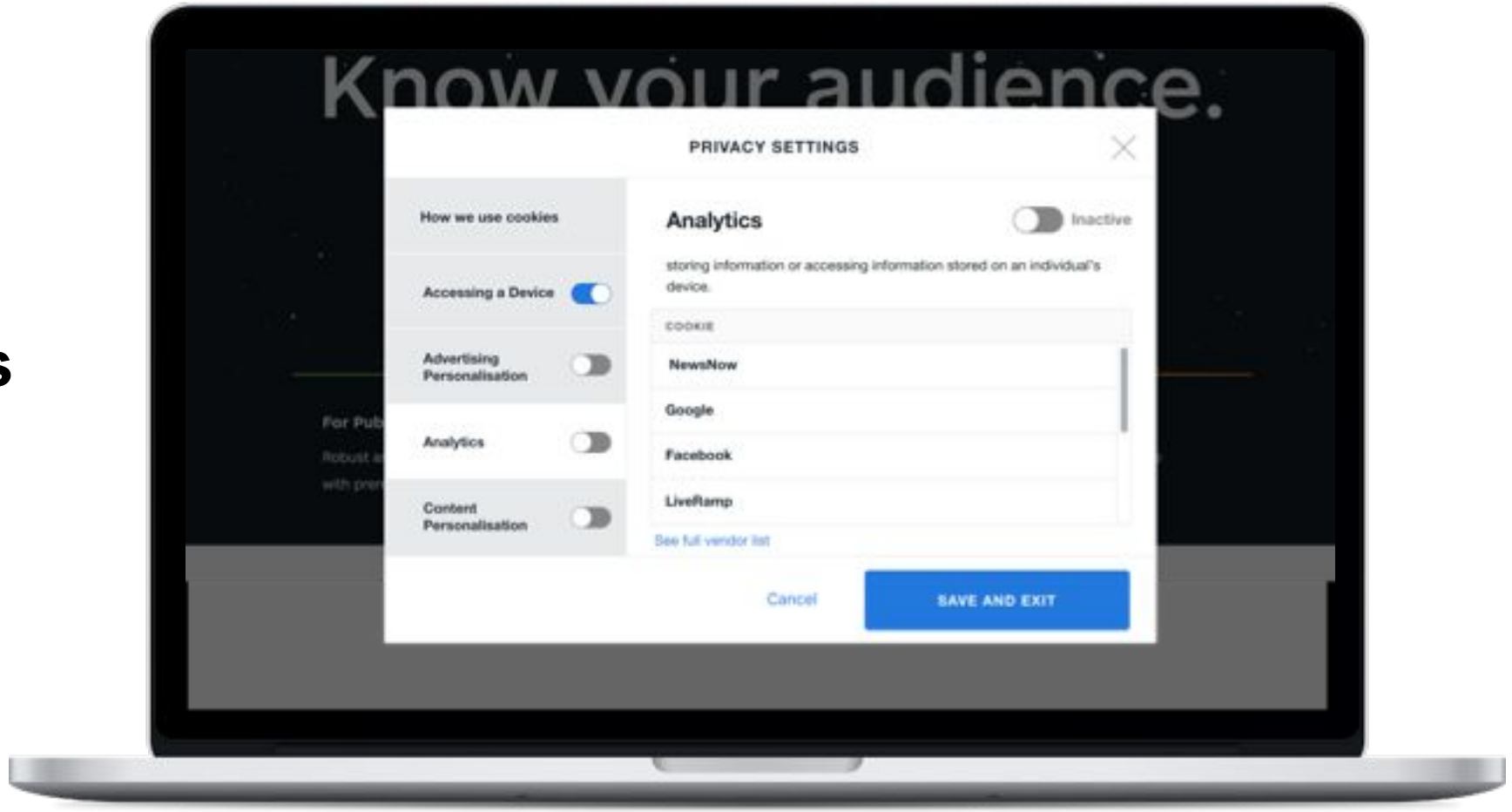


NB: Graphics are for illustration purposes only.

Example of custom UI

Level 2:

Purpose-level consent options for consumers

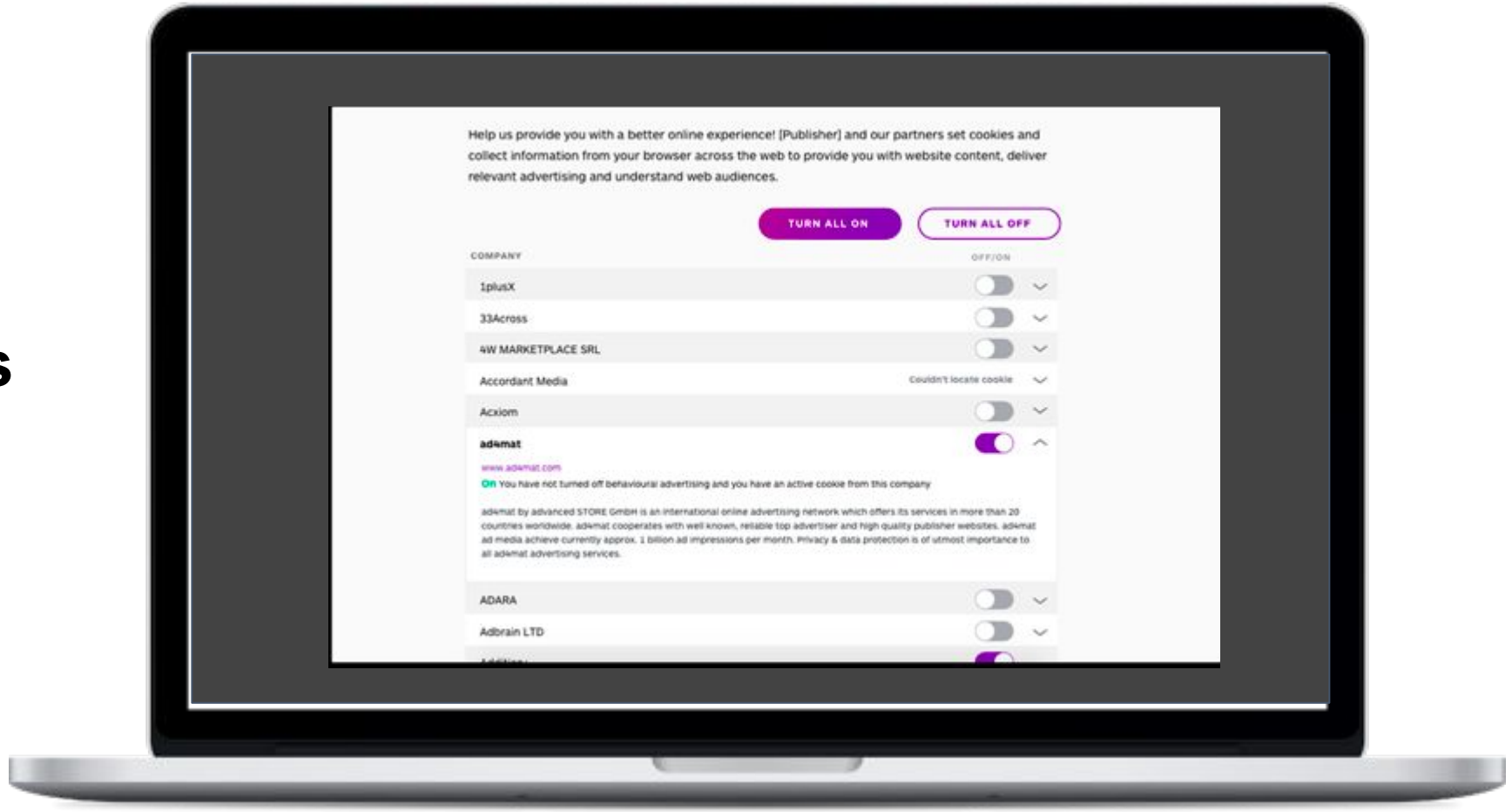


NB: Graphics are for illustration purposes only.

Example of custom UI

Level 3:

Vendor-level consent options for consumers



NB: Graphics are for illustration purposes only.

Storing Vendor and Consent Signals

- Approved Vendor and Consent storage requires two mechanisms: a user identification method and persistence method.
- Identification method
  - The identification needed for global consent to be made possible could be done via multiple mechanisms (e.g., id syncing).
  - Implementation to be determined by the publisher and vendor. API will standardize interaction, not implementation.
- Persistence method
  - Multiple storage options possible: cookie, mobile app SDK, login alliances, centralized registries, etc.
- Javascript library gives vendors the flexibility to implement storage in whatever mechanism they see fit, supporting both desktop and mobile

Transmitting Approved Vendors and Consent

- Consent value to be binary
- Consent values to be compressed into as small of a data structure possible.
- Consent data structure is flexible
  - Policy requirements and technical feasibility will determine final implementation.
- Consent transmitted via a Daisy Chain
  - every upstream member will append a consent payload to all downstream requests.
- OpenRTB to directly support consent transmission

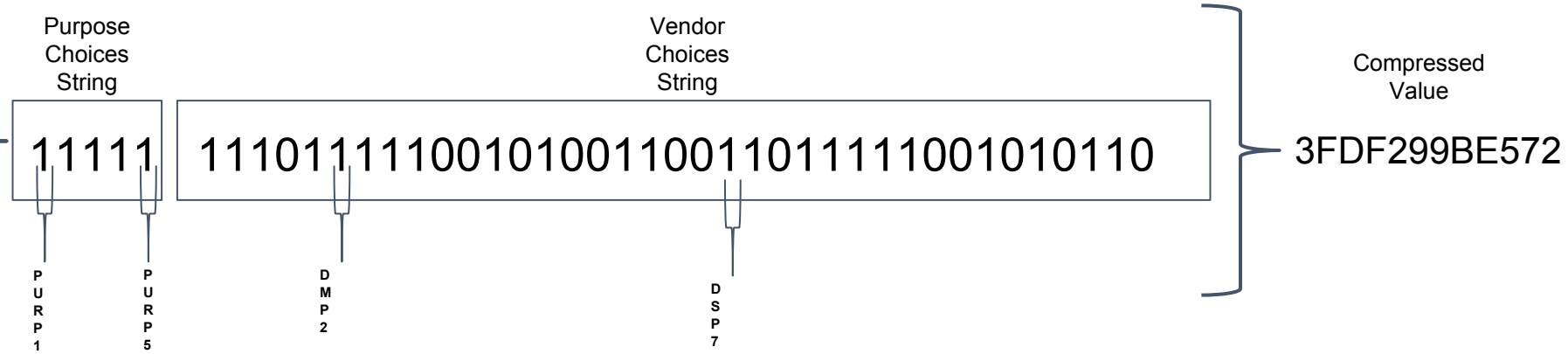
Encoding Choices for Storage & Transmission

Purpose Choices

1. ✓ PURP1
2. ✓ PURP2
3. ✓ PURP3
4. ✓ PURP4
5. ✓ PURP5

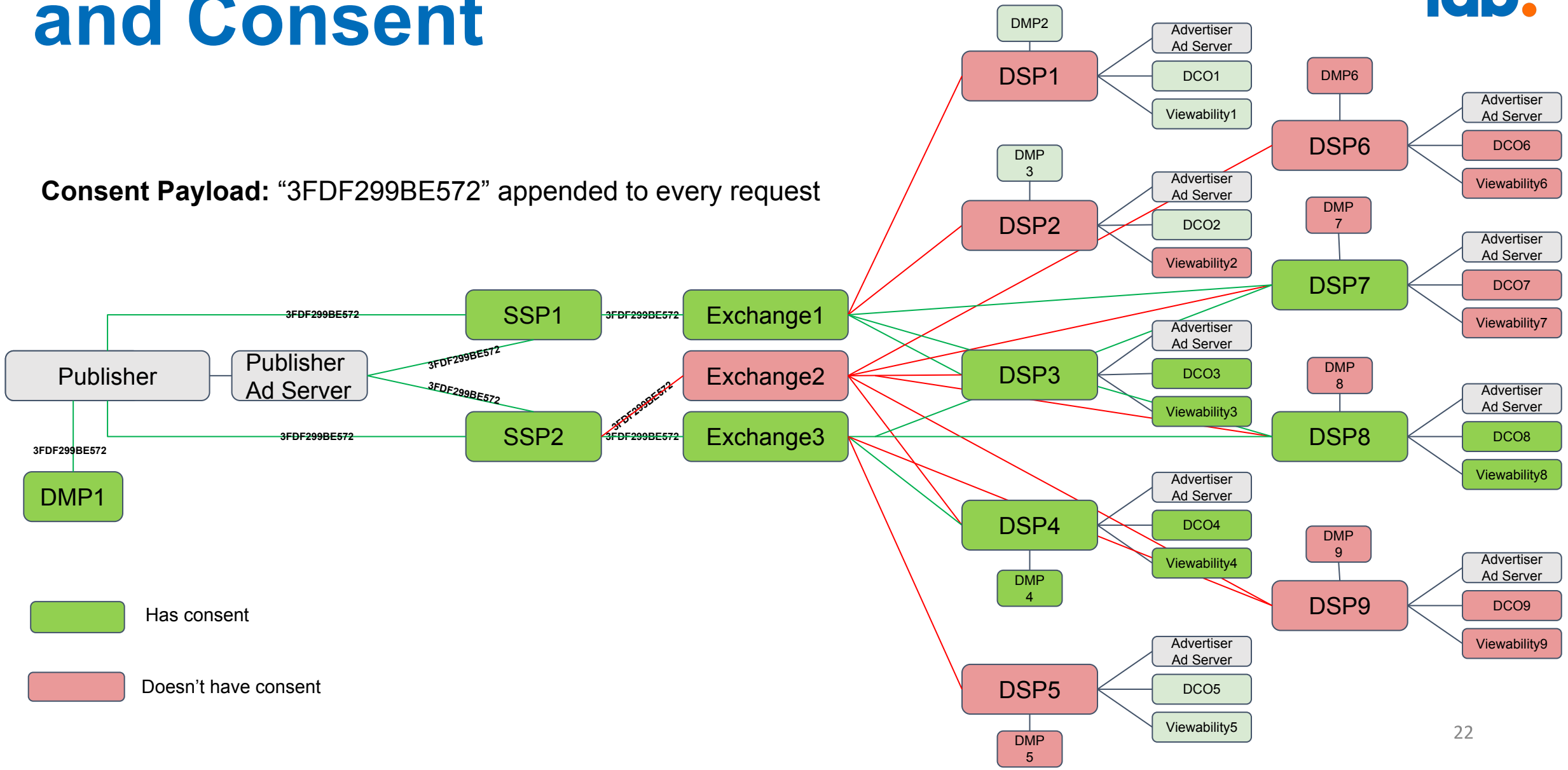
Vendor Choices

1. ✓ SSP1
2. ✓ SSP2
3. ✓ Exchange1
4. X Exchange2
5. ✓ Exchange3
6. ✓ DMP1
7. ✓ DMP2
8. ✓ DMP3
9. ✓ DMP4
10. X DMP5
11. X DMP6
12. ✓ DPM7
13. X DMP8
14. ✓ DMP9
15. X DSP1
16. X DSP2
17. ✓ DSP3
18. ✓ DSP4
19. X DSP5
20. X DSP6
21. ✓ DSP7
22. ✓ DSP8
23. X DSP9
24. ✓ DCO1
25. ✓ DCO2
26. ✓ DCO3
27. ✓ DCO4
28. ✓ DCO5
29. X DCO6
30. X DCO7
31. ✓ DCO8
32 X DCO9
33. ✓ Viewability1
34. X Viewability2
35. ✓ Viewability3
36. ✓ Viewability4
37. ✓ Viewability5
38. X Viewability6
39. X Viewability7
40. ✓ Viewability8
41. X Viewability9



Transmitting Approved Vendors and Consent

Consent Payload: “3FDF299BE572” appended to every request



Combined, they enable...

- **Control** over the vendors enabled by publishers.
- **Transparency** into the supply chain for consumers & publishers.
- An **auditable consent trail** that gives all supply chain members confidence by providing a more efficient disclosure mechanism, enabling companies to ”know” rather than “assume” their consent status with a user.
- A **better user experience** than if every publisher were to try to solve the challenge on their own.

Endorsers

In anticipation of coming consent requirements in the European market, companies from across the digital media, advertising and analytics ecosystems have been collaborating on a technical approach for storing consumer consent status and sharing this status where appropriate with partners. Our collaboration has produced a framework that the undersigned companies intend to integrate and support in the marketplace in 2018.

Stay informed

www.advertisingconsent.eu