



A CCPA Q&A WITH TAG MANAGEMENT VENDORS

Webinar No. 1 of IAB's Privacy Law Webinar Series

April 24, 2020

iab.



Alan Friel, Partner, BakerHostetler LLP



Agenda:

- Opening remarks
- IAB CCPA Compliance Framework
- Speaker Presentations
- Open Discussion and Q&A
- Michael Hahn Concludes Webinar

Speakers

SPEAKER NAME	COMPANY	EMAIL ADDRESS
Alan L. Friel	BakerHostetler	afriel@bakerlaw.com
Stephanie Hanson	OneTrust	shanson@onetrust.com
Michael Williams	Clym	michael@clym.io.com
Arlo Gilbert	Osano	a@osano.com
Ted Sfikas	Tealium	ted.sfikas@tealium.com
Jawad Stouli	Didomi	jawad.stouli@didomi.io
Michael Hahn	IAB, IAB Tech Lab & TAG	Michael.Hahn@iab.com
Alex Cone	IAB Tech Lab	alex.cone@iabtechlab.com

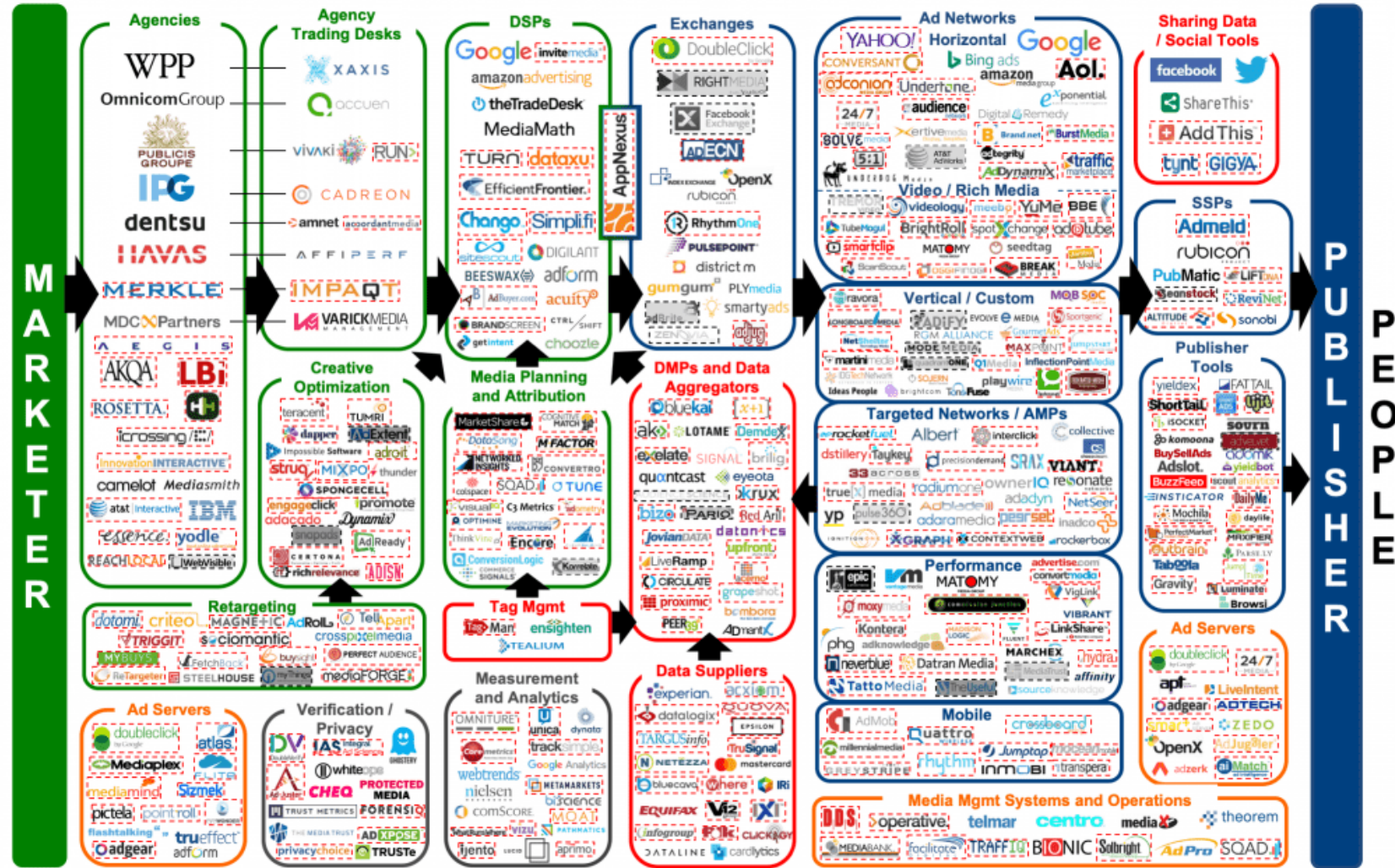
- **“Business”** ... collects PI and alone or with others “determines the purposes and means of processing”
 - Must give pre-collection notice, and if it “sells” notice of how to opt-out (i.e., “do not sell my info”)
- **“Sell”** ... “releasing, disclosing, disseminating, making available or otherwise communicating...” PI, except:
 - to a qualified **“service provider”** contractually limited
 - at direction of user with no downstream sale
 - to effectuate the opt-out
 - M&A transactions

Digital Ad Challenges

- Auctions Occur Every Page Load = Sell “Ask”
 - w/ Device ID and potentially user interest info
- Exchanges Connect Buyers and Sellers
 - connecting DSPs and SSPs
 - may have additional information available about the user
- Advertisers “Real Time” Bid
 - may themselves have IBA data
- Ad Delivered to Highest CPM in .35 seconds
- Payment Settled
- IBA Data Distributed (Third Party Data)
- Segments and Profiles Built to Increase Efficiency

Complex Inter-Connected Ecosystem

DISPLAY LUMAscape



IAB Opt-Out Is Not Opt-Out Of Sale

- DAA and NAI created transparency and choice self-regulation to provide opt-out from receiving IBA
- Choice limits targeting uses only
 - Pre-CCPA solution
- DNS limits the downstream flow of PI unless exempt from sale (e.g., service provider w/ limited use)
- Industry solutions
- Cookie Consent
 - Opt-in vs Opt-out
 - Kills data flow as opposed to limiting use



Michael Hahn, SVP & General Counsel, IAB, IAB Tech Lab



Alex Cone, Senior Director, Product Management, IAB Tech Lab

IAB CCPA Compliance Framework: Overview

- Creates trust between publishers of pages and ad tech companies that each are meeting their CCPA obligations.
 - Necessary in RTB transactions
- The trust is forged through a Limited Service Provider Agreement for industry participants to sign onto.
 - Over 250 companies have signed on
 - Eliminates the need for publishers/advertisers and downstream participants to enter into individual agreements when they choose to “sell”
 - Rights and obligations under the agreement apply to companies only in connection with transactions in which they are actually involved
 - Complete limitation of financial liability for breach
 - Nonfinancial recourse for breach

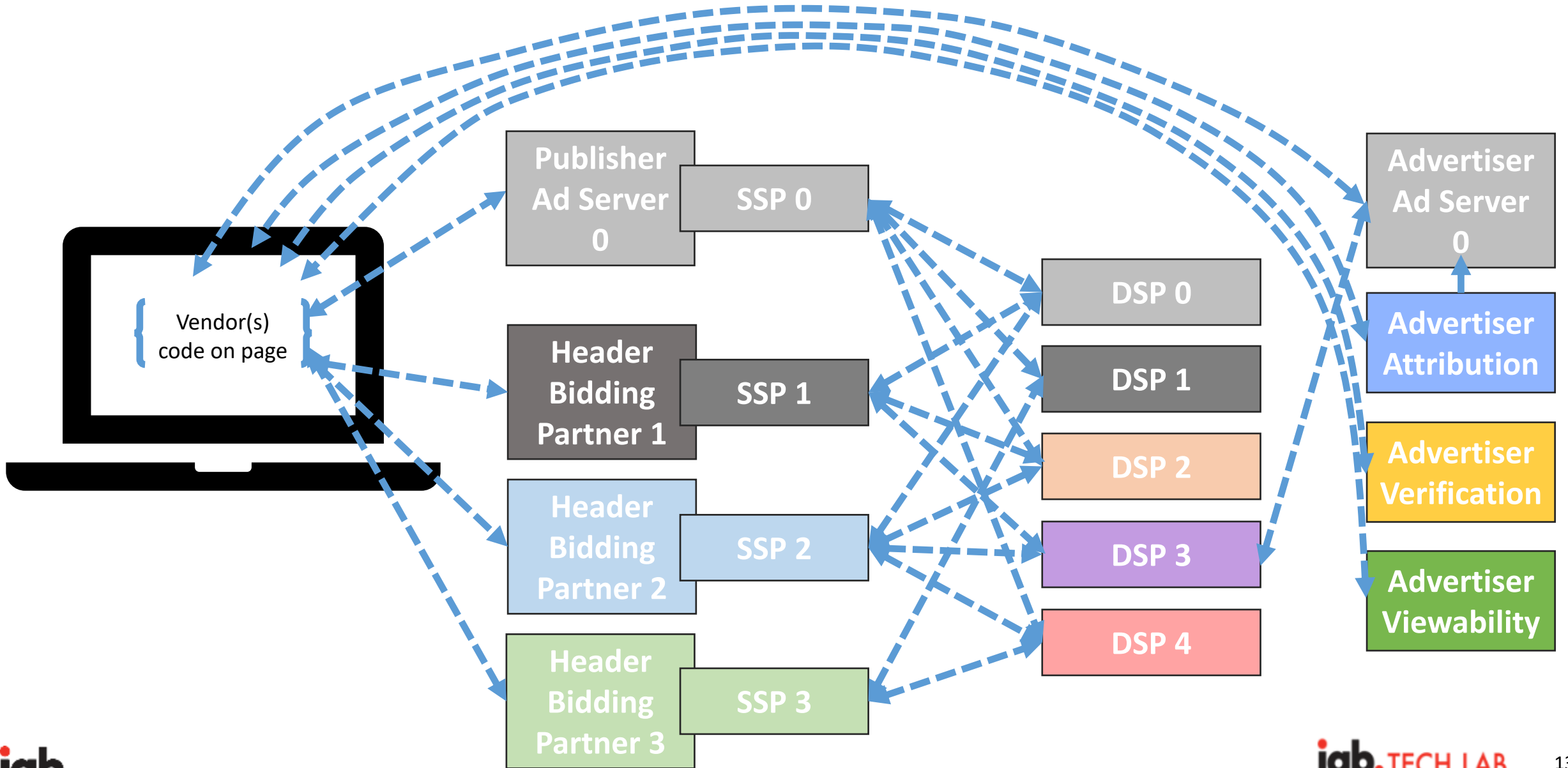
IAB CCPA Compliance Framework: Obligations

- Obligations of Publishers of Pages
 - Undertake reasonable efforts to identify California consumers
 - Explicit notice
 - Do not sell link
 - Send signals
- Obligations of Adtech Companies
 - Limited service provider status when the consumer opts out
 - Pass of signals
 - Restrictions on data usage
 - Use of sub-providers

IAB CCPA Compliance Framework: Use Limitations

	Auditing	Security/Fraud	Debugging	Short-Term Transient Use	Maintaining or Servicing Accounts	Customer Service	Processing or Fulfilling Orders and Transactions	Verifying Customer Information	Processing Payments	Providing Financing	Providing Advertising or Marketing Services	Providing Analytic Services	Providing Similar Services	Internal Research	Quality/Safety
Digital Advertising Activities	CCPA Business Purposes														
Store and/or access information on a device	Y	Y	Y	Y	N	N	Y	N	N	N	Y	Y	N	N	N
Select basic Ads	N	Y	Y	Y	N	N	Y	N	N	N	Y	N	N	N	N
Create a personalised Ads profile	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N
Select personalised Ads	N	Y	Y	Y	N	N	Y	N	N	N	Y	N	N	N	N
Create a personalised content profile	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N
Measure Ad performance	Y	Y	Y	N	N	N	Y	N	N	N	Y	Y	N	N	N
Apply market research to generate audience insights	Y	Y	Y	N	N	N	N	N	N	N	Y	Y	N	Y	N
Technically deliver Ads	N	Y	Y	Y	N	N	Y	N	N	N	Y	N	N	N	N

IAB CCPA Compliance Framework: Why Do We Need a Standard Signal?



IAB CCPA Compliance Framework: US Privacy String Examples

1

Version 1

Y

Notice provided

Y

User **opted out** of sale

Y

Transaction **is** covered by LSPA

1

Version 1

Y

Notice provided

N

User **did not** opt out of sale

N

Transaction **not** covered by LSPA

1

Version 1

—

Not applicable

—

Not applicable

—

Not applicable

To Sign Onto the Limited Service Provider Agreement: <https://www.iabprivacy.com/>

To Learn More About Technical Specifications: github.com/InteractiveAdvertisingBureau/USPrivacy

iab.



Arlo Gilbert, CEO & Co-Founder, Osano

osano

Compliance Made Easy.

Exclusive Consent Management Partner for:

exterro® + **Jordan Lawrence**™



The Osano Platform.

Management

Monitoring

Advisory & Legal

Developer API



Consent Management



Subject Rights Management



Policy Change Detection



Vendor Risk Monitoring



Vendor Lawsuit Alerts



Privacy Law Alerts



GDPR Representative

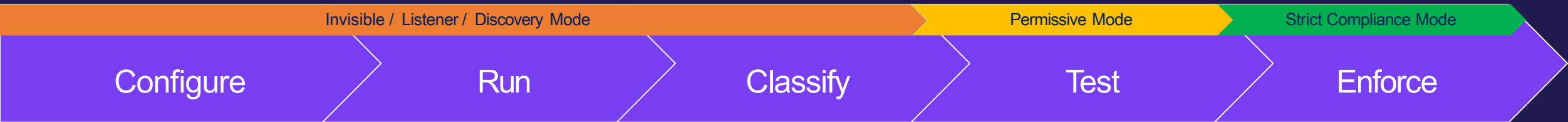


Ask a Privacy Expert



PII Tracking API

Consent Management Workflow.



Create a configuration & install osano.js on the website.

This requires engaging the internal web development or CMS manager. In rare cases the web development is managed by a 3rd party (e.g. PR firm or web host)

The osano.js tag reports home to Osano servers on every single page load in real time.

Included in this report:

- Cookies
- Scripts
- 3rd Parties

Work with internal stakeholders in marketing, compliance, and web dev to determine appropriate classification for each 3rd party, cookie, and script.

Automated classification rules require acceptance before going live.

Publish Osano in permissive mode to either a staging server or live website.

Verify site functionality and cookie blocking for classified entities.

Publish Osano in strict mode to the live website to enforce a zero-trust compliance environment.

Unsanctioned cookies and 3rd parties are blocked. Categorized scripts & cookies only load once the appropriate consent is granted.

IAB Signaling Enabled

Osano by the Numbers.



Morgan Stanley



3,500,000
Websites



11,000+
Vendors



McKinsey & Company



The logo for osano, featuring the word "osano" in a white, lowercase, sans-serif font. The letters are bold and modern. The background behind the text is a dark blue circle that is partially cut off by the left edge of the frame.

Data Privacy and Compliance Made Easy.



+1(512)842-6730

www.osano.com

presales@osano.com







Stephanie Hanson, Offering Manager, OneTrust

OneTrust PreferenceChoice™

CONSENT & PREFERENCE SOFTWARE

Do You Sell Personal Information?

Sale = Monetary or Valuable Consideration

OPT-OUT OF SALE FOR ADTECH	OPT-OUT OF SALE FOR BROADER USE CASES
<p> Opt-out of 3rd party trackers and advertising technologies that don't meet the service provider exemption</p> <p> Unidentified individuals</p>	<p> Opt-out of other processes involving sale such as co-marketing partnerships, list rentals, and more</p> <p> Identified Individuals</p>

Two common workstreams to implement CCPA Opt-Out of Sale

Solutions for Publishers



CMP

Consent Management Provider
for Web, Mobile, AMP and OTT



PRIVACY RIGHTS

Streamline the Fulfillment of Opt-Outs, Deletion and Data Access Requests



CROSS-DEVICE MANAGEMENT

Improve the User Experience by
Syndicating Preferences across
Devices



FIRST PARTY DATA CAPTURE

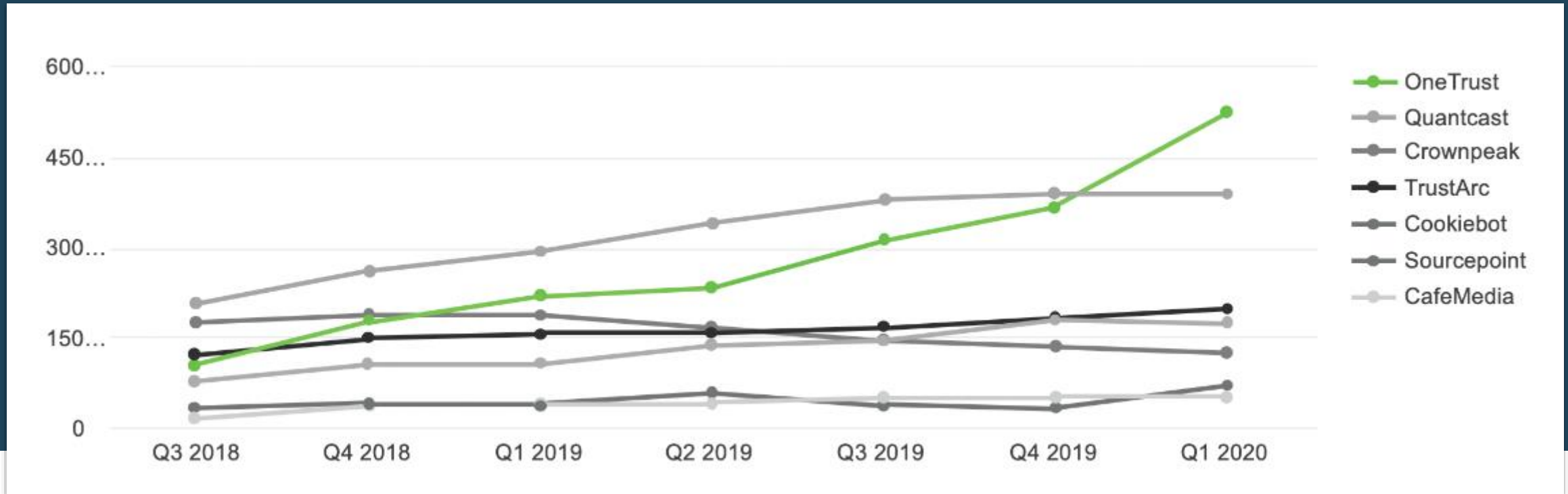
Build Trust and Transparency with
Direct Data Capture from your
Audience

ONETRUST #1 IN MARKET SHARE

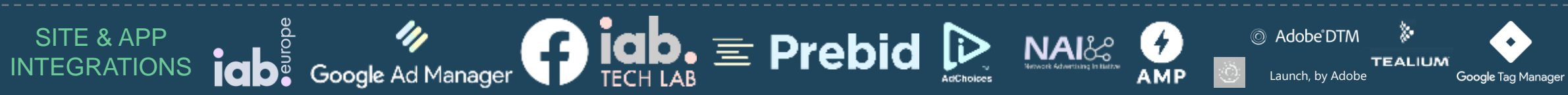
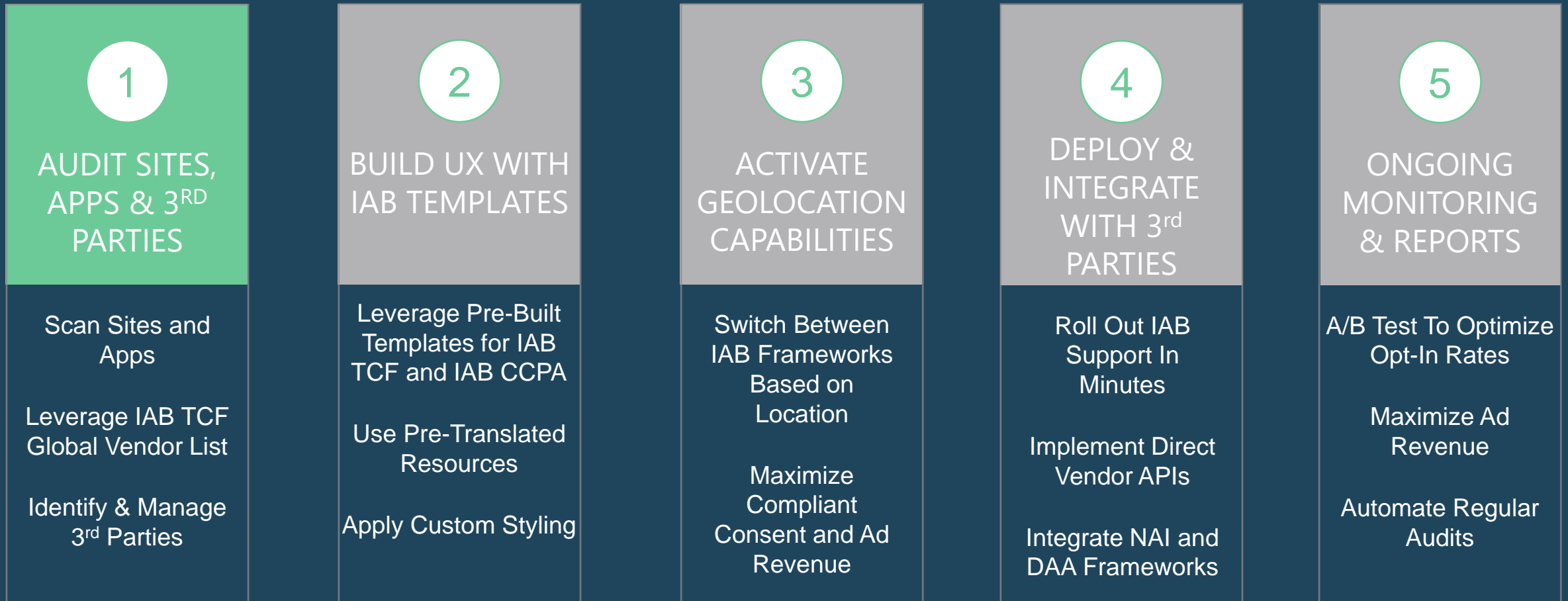
OneTrust PreferenceChoice™
CONSENT & PREFERENCE SOFTWARE

Adzerk Top CMPs Over Time

Top IAB CMPs since Q3 2018



OneTrust Consent For Publishers



COOKIE CONSENT

- Dashboards
- Websites
- Applications
- Cookiepedia
- Categorizations
- Setup
- Setup Wizard
- Geolocation Rules
- Templates
- Vendors
- Integration
- Scripts
- Mobile Scripts

Website Details

Website > [preferencechoice.com](#) undefined Publish

Scan Results Branding Login Settings

Recategorization

Show 03/16/2020 05:15 PM Scan Now Export

Overview Cookies Tags Forms Pages Storage

Tracking Technology

Total	12
HTML_STORAGE	3
COOKIE	7

Cookies

What this means

Total	7
Strictly Necessary Cookies	4

Tags

What this means

Total	14
Script	11
Embed	1

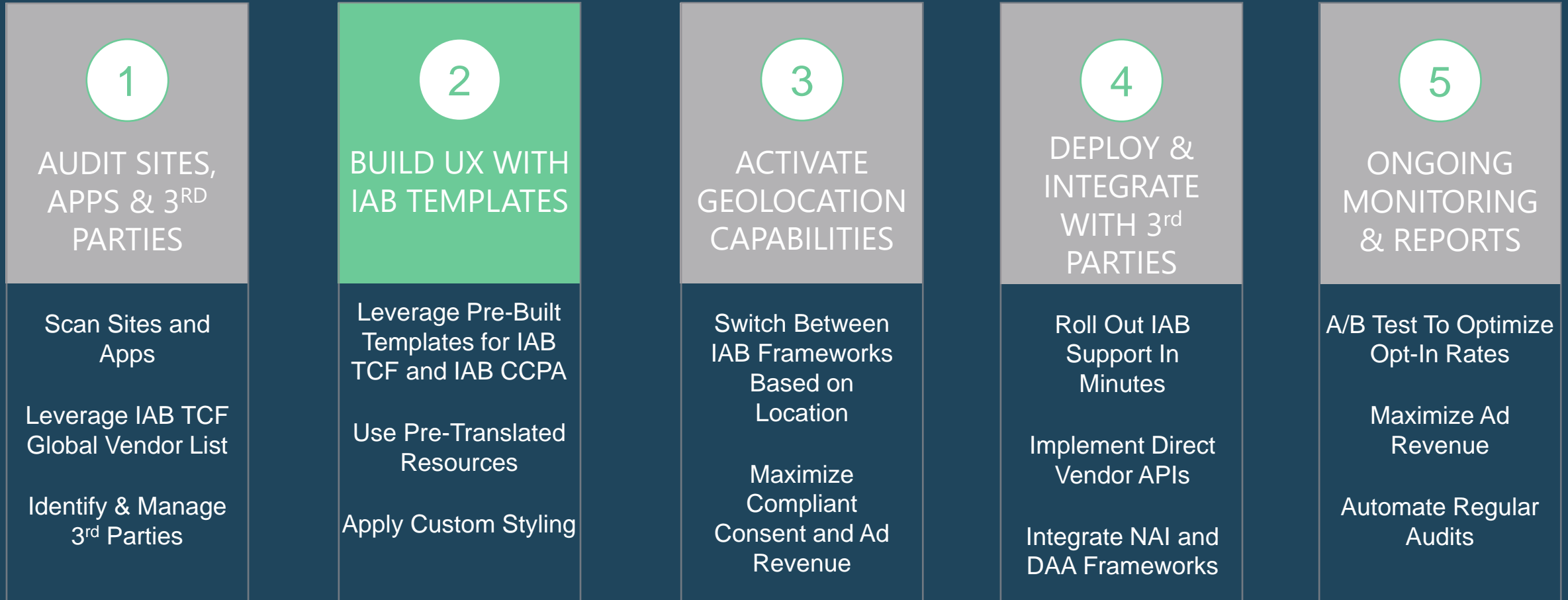
Forms

What this means

Total	168
PERSONAL	32

Identify and Manage Third Parties

OneTrust Consent For Publishers



- COOKIE CONSENT
- Dashboards
- Websites
- Applications
- Cookiepedia
- Categorizations
- Setup
- Setup Wizard
- Geolocation Rules
- Templates
- Vendors
- Integration
- Scripts
- Mobile Scripts

Template Details

Templates > IAB Europe TCF V2.0

Active Version 1

Save Template

- Details
- Banner**
- Preference Center
- Cookie List

Language English

Manage Languages

- Layout
- Styling
- Content
- Behavior

We use cookies and various web tracking technologies to personalize content and ads, to provide social media features, and to analyse our traffic. We also share information about your use of our site with our social media, advertising, and analytics partners. You may read more about any of the purposes or vendors that we use by clicking 'Show Purposes' and exercise your right to consent or object to the processing of your personal data. This preference center is accessible at any time through the 'Manage Privacy Preferences' button located on every page. We work in coordination with an industry framework which will signal your preferences globally for all participating websites.

[List of Partners \(vendors\)](#)

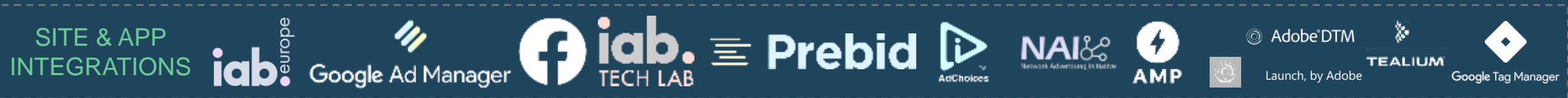
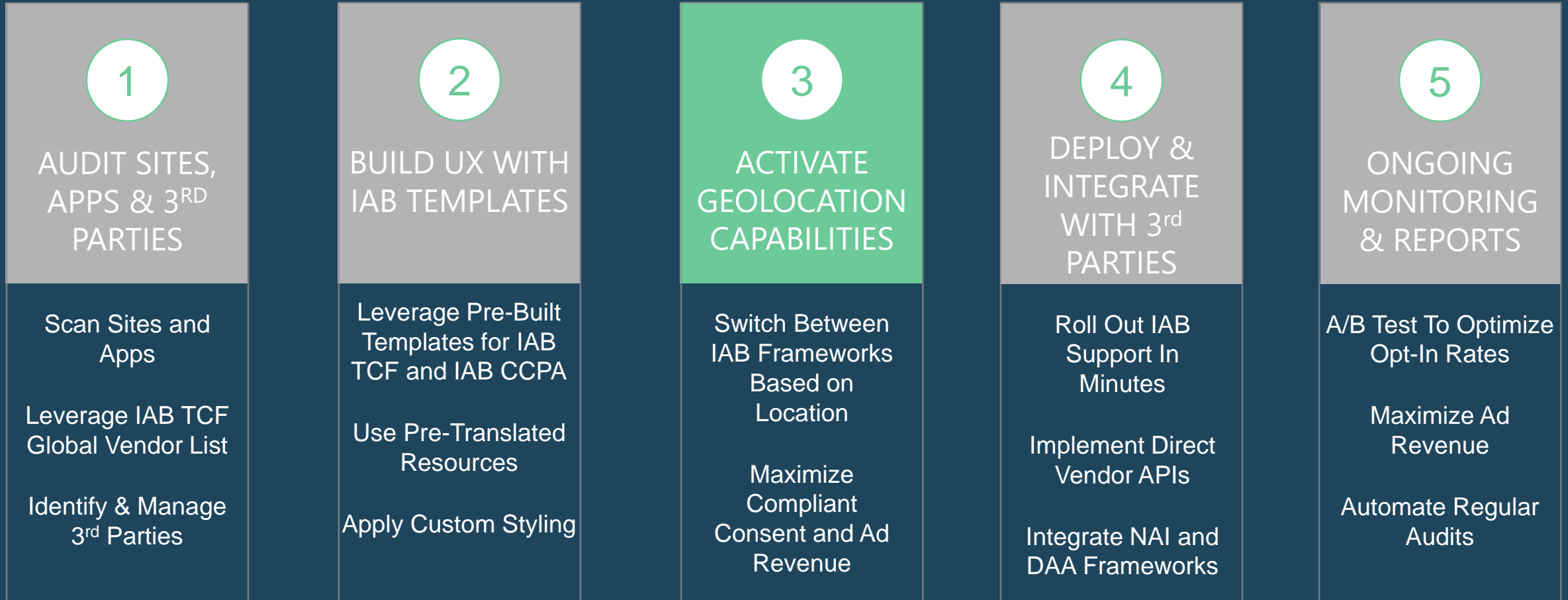
Purposes and Special Features We Use ▶

[Show Purposes](#)

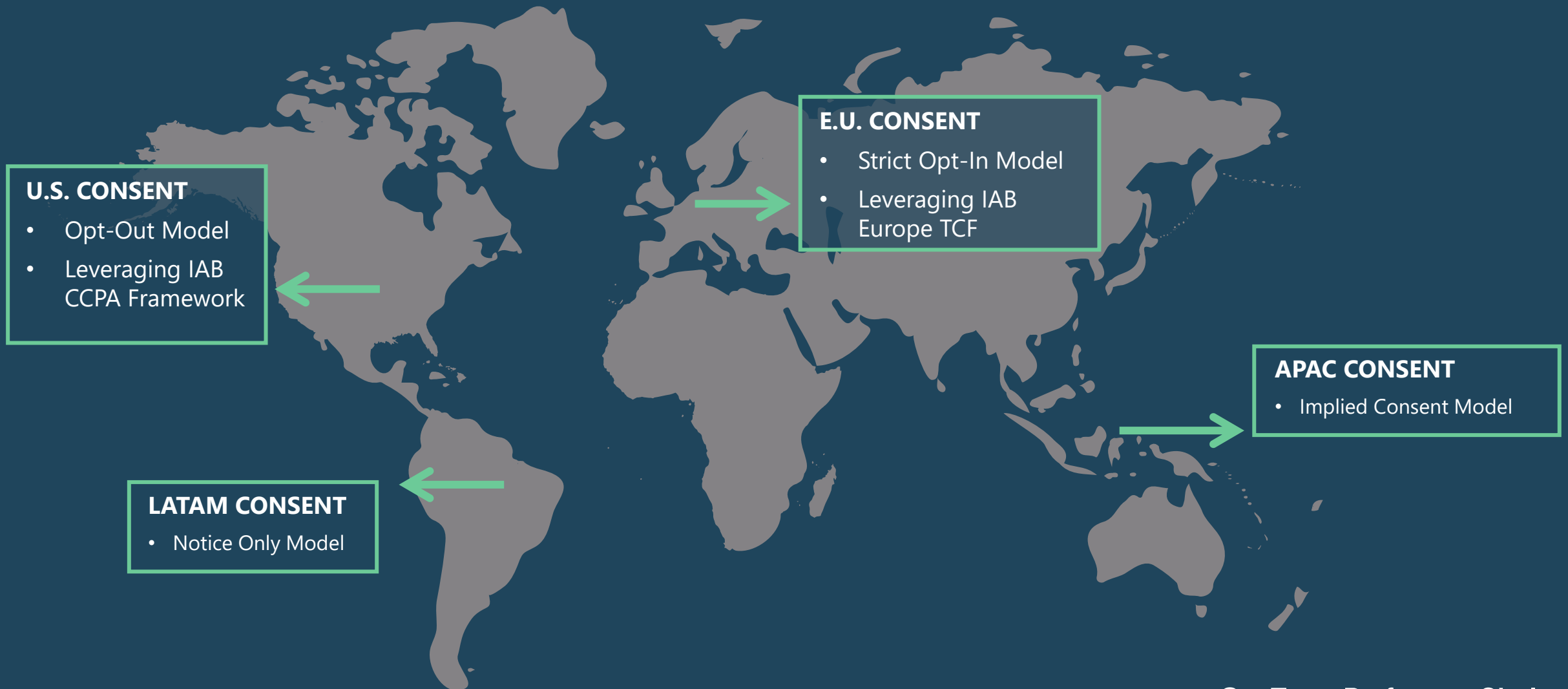
Special Purposes and Features We Use ▶

Apply Custom Styling



OneTrust Consent For Publishers



Configurable Geolocation-Based Consent Model



Configure Consent Approaches in Practice

Notice Only	Opt-out Consent	Implied Consent	Opt-in Consent
<p>Process personal information and inform visitors</p> <p>Suitable for some jurisdictions</p>	<p>Allow visitors to opt-out at any time</p> <p>Aligned with the IAB CCPA Compliance Framework</p> 	<p>Only process and share essential information</p> <p>Process and share information with ad-tech partners if visitors keep browsing</p>	<p>Process and share information when users opt-in</p> <p>Aligned with the IAB Europe TCF</p> 

Different Jurisdictions Have Different Requirements

- COOKIE CONSENT
- Dashboards
- Websites
- Applications
- Cookiepedia
- Categorizations
- Setup
- Setup Wizard
- Geolocation Rules**
- Templates
- Vendors
- Integration
- Scripts
- Mobile Scripts

Geolocation Rule Group Details

Geolocation Rules > **Publisher Consent - IAB** Active

- Geolocation Rules**
- Assigned Domains
- Assigned Applications

Add Rule

Search

IAB Tech Lab CCPA Consent
Regions: California
Consent Model: Opt-out

IAB Europe TCF Consent
Regions: EU
Consent Model: Opt-in

Global Default
Regions: GLOBAL
Consent Model: Notice only
Default

Global Default Default

Show Banner
If unchecked, no banner will display but settings take effect.

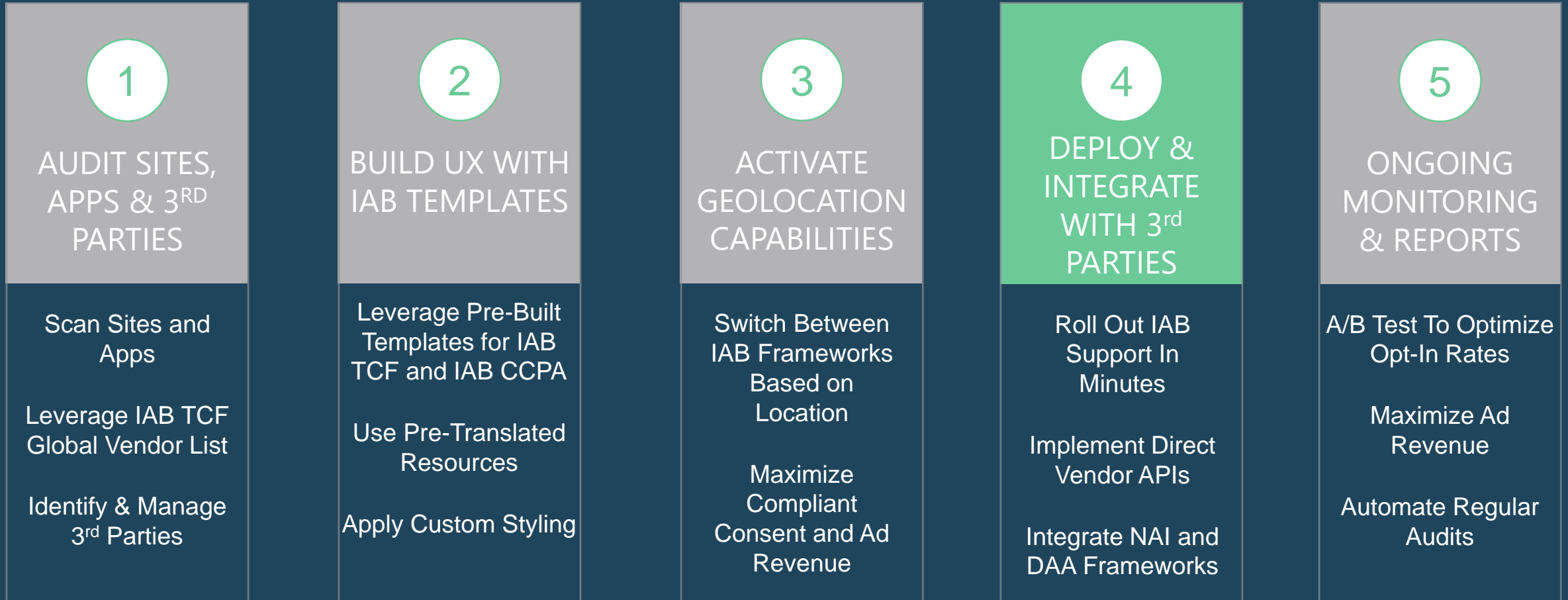
*** Template** IAB Europe TCF V1.1

Category Name ⓘ	Status	Do Not Track ⓘ
Cookie Categories Learn More	Notice only	>

Behaviors Close Banner Accept All Cookies

Automatically Drive CMP Functionality Based on Visitor Location

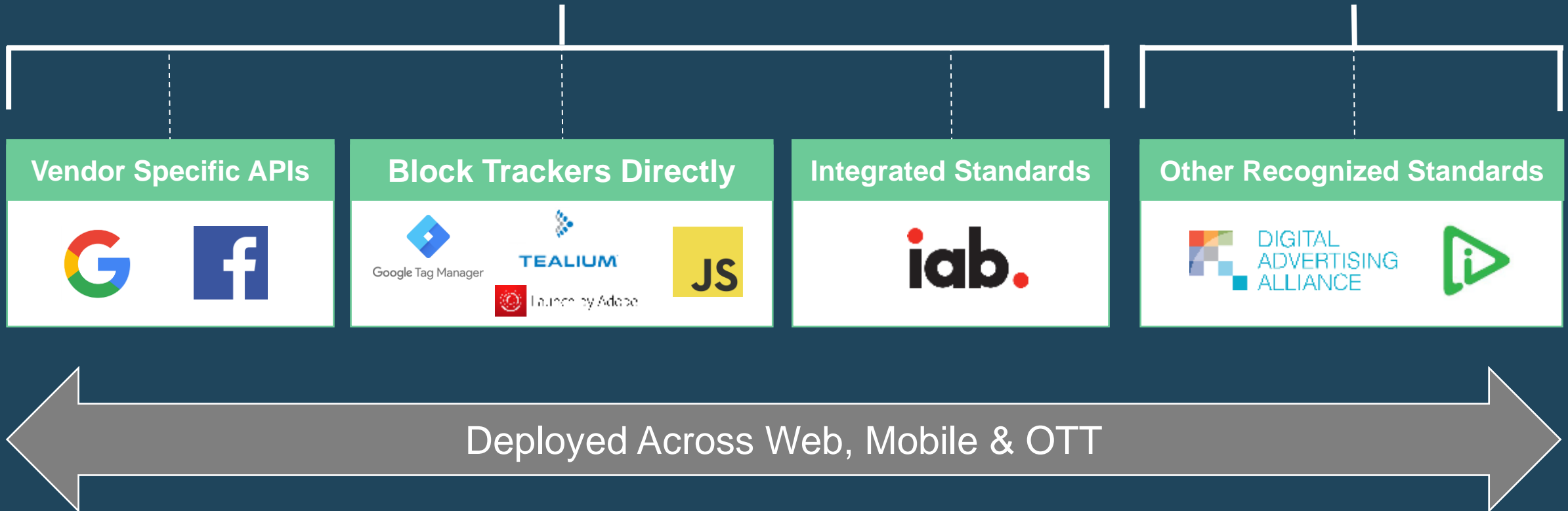
OneTrust Consent For Publishers



Opt-Out of Sale for AdTech

Configured in OneTrust CMP

Embedded Link



Implementing Banner Scripts

The script tags are the snippets of code you can use to implement the banner and preference center on your site. Once the tag is implemented on your site, any changes to your template, rules, or categorizations will be published on your site and the script does not have to be re-implemented.

Production CDN and Download to Local

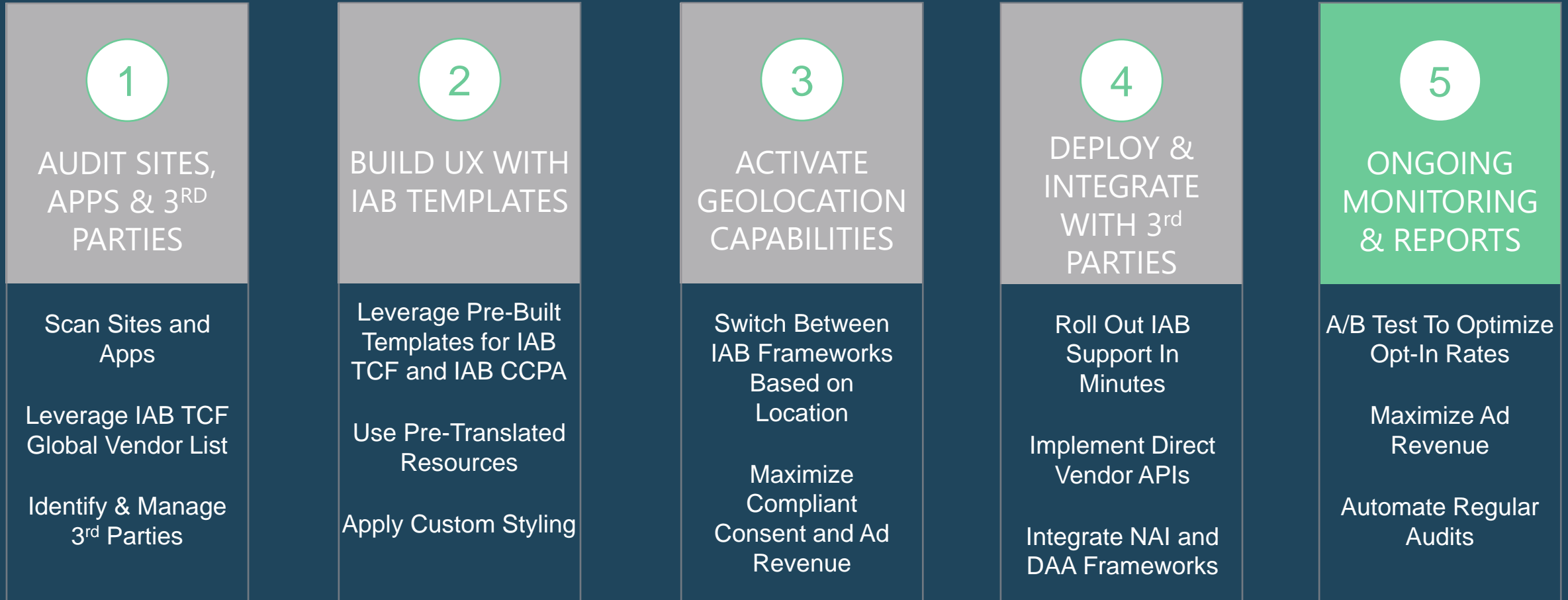
The script must be placed before any other script in your site in order to ensure the banner is loaded before any other scripts have the chance to load or set cookies. This allows for the script tag to communicate the site visitor's consent preferences to downstream vendors and for those vendors to show content and set cookies as allowed by the site visitor. **X**

To implement the Production CDN script

1. Click the Publish button. The Publish Website pane appears.
2. Click the Copy Scripts button for the Testing CDN.
3. Paste the copied script in the head for your testing site.
4. Click the Publish Test Scripts button.
5. Click the Next button.
6. Click the Copy Script button for the Production CDN script.
7. Paste the copied script in the head for your site.

If your SDK does not have language detection enabled, you will need to implement the script individually for each language supported by the banner template on the related pages. **X**

OneTrust Consent For Publishers



- UNIVERSAL CONSENT & PREFERENCE MANAGEMENT
- Dashboard
- Collection Points
- Preference Centers
- Reporting
- Consumers
- Receipts
- Transactions
- Setup
- Purposes
- Topics
- Custom Preferences
- Data Elements
- Consent Settings

Collection Point Details

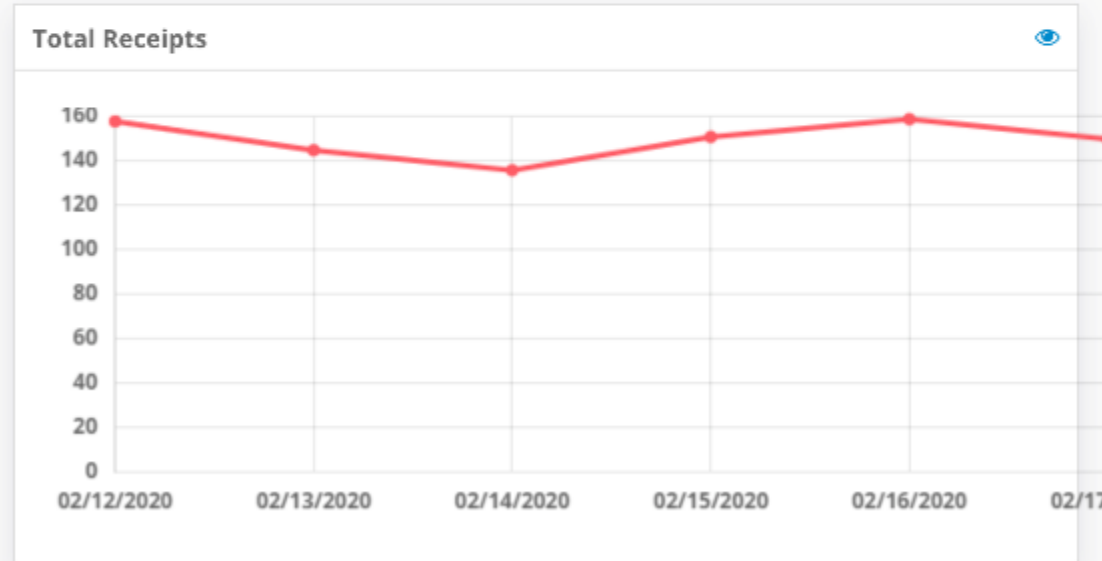
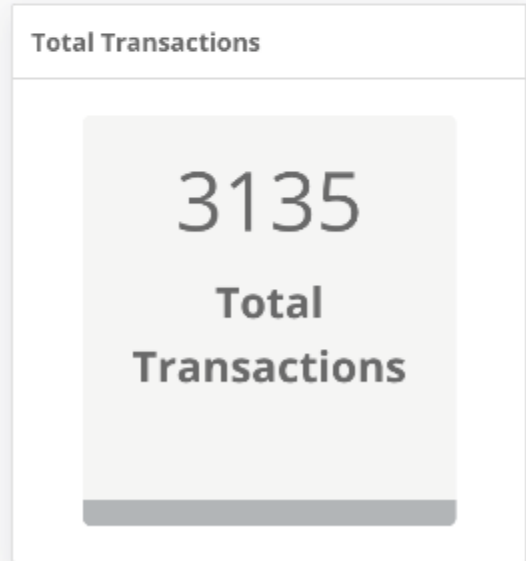
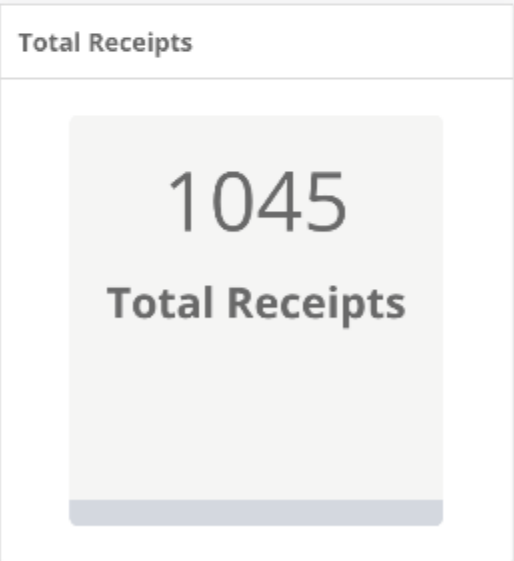
Collection Points > **onetrust.com Cookie Consent** Active V8 Save ...



onetrust.com Cookie Consent

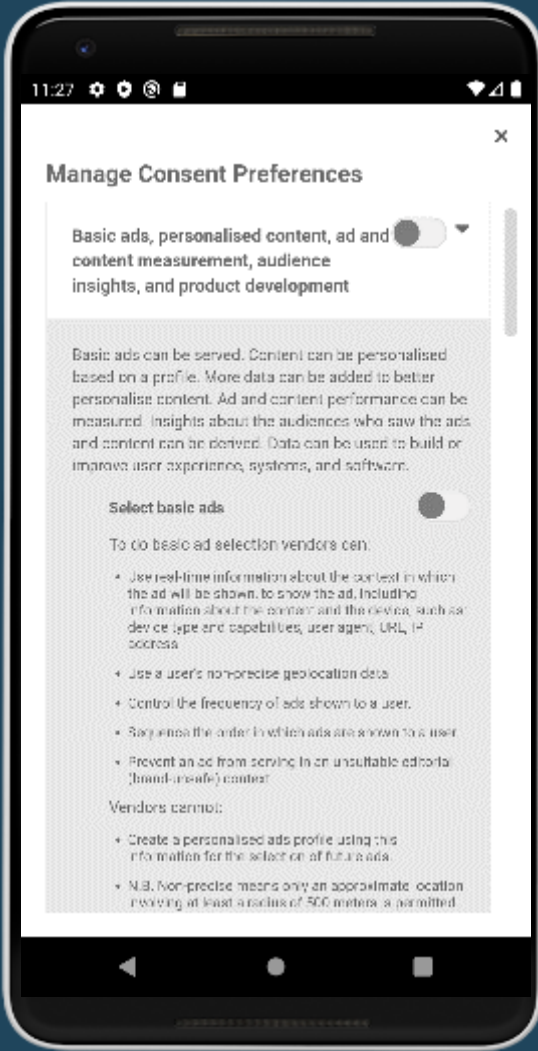
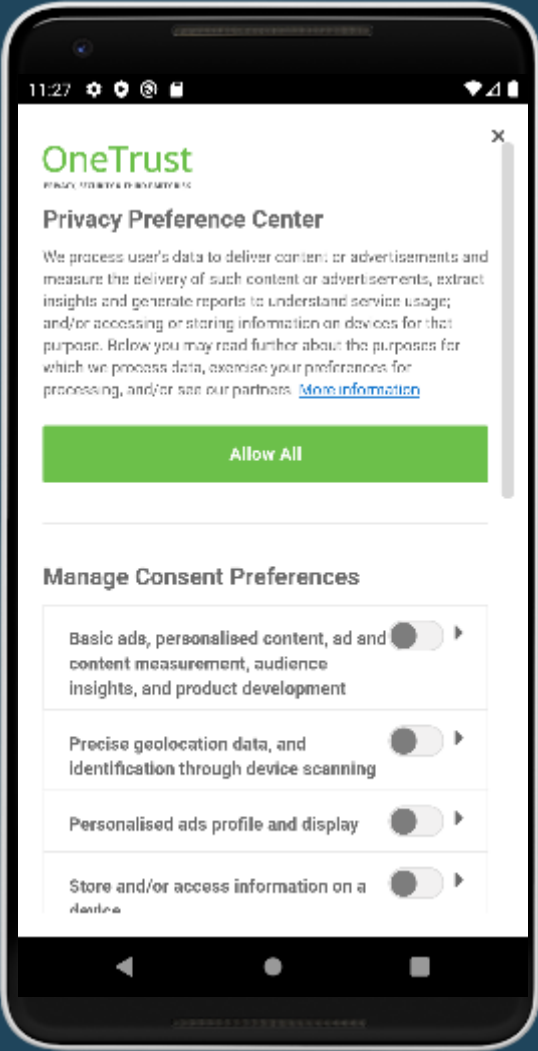
Details Report

Show Consent Stats 1 Week



Monitor to Optimize Consent Rates

Fully Supported on iOS and Android



Thank You

Stephanie Hanson

shanson@onetrust.com

www.preferencechoice.com

OneTrust PreferenceChoice™

CONSENT & PREFERENCE SOFTWARE

iab.



Ted Sfikas, Regional VP, Solutions Consulting, Tealium



CCPA Consent Manager

Functionality for Opt-Out, Channel Preferences and IAB Integration

Tealium Collects Data From Any Source

- Websites
- Mobile Apps
- CRMs
- Help Desks
- Spreadsheets
- Databases
- Custom Code
- IoT and OTT Devices
- POS Systems

All data collected from all sources is “actionable” and centralized

The screenshot displays the Tealium Customer Data Hub interface. The top navigation bar includes the Tealium logo, the text 'Customer Data Hub', and a search bar. The left sidebar lists various tools under 'CLIENT-SIDE' and 'SERVER-SIDE' categories. The main content area is titled 'Data Supply Chain >> Overview' and shows a flow diagram of the data pipeline. The flow starts with 'Data Sources' (2), followed by 'Events Received' (0), 'Events Inspected' (0/0/0), 'Enrichments Applied' (0), 'Active Feeds' (0), 'EventStream Actions Triggered' (0/0), and 'EventStream Connectors' (0). Below the flow diagram are three tables: 'Sources', 'Event Feeds', and 'EventStream Destinations'. The 'Sources' table lists 'Brand Website' and 'Mobile App'. The 'Event Feeds' table lists 'All Events' and 'Event Specification: cart_add'. The 'EventStream Destinations' table shows 'No Eventstream Connectors Configured' and a '+ Connector' button.

Data Sources	Volume
Brand Website	0
Mobile App	0

Event Feeds	Volume
All Events	0
Event Specification: cart_add	0

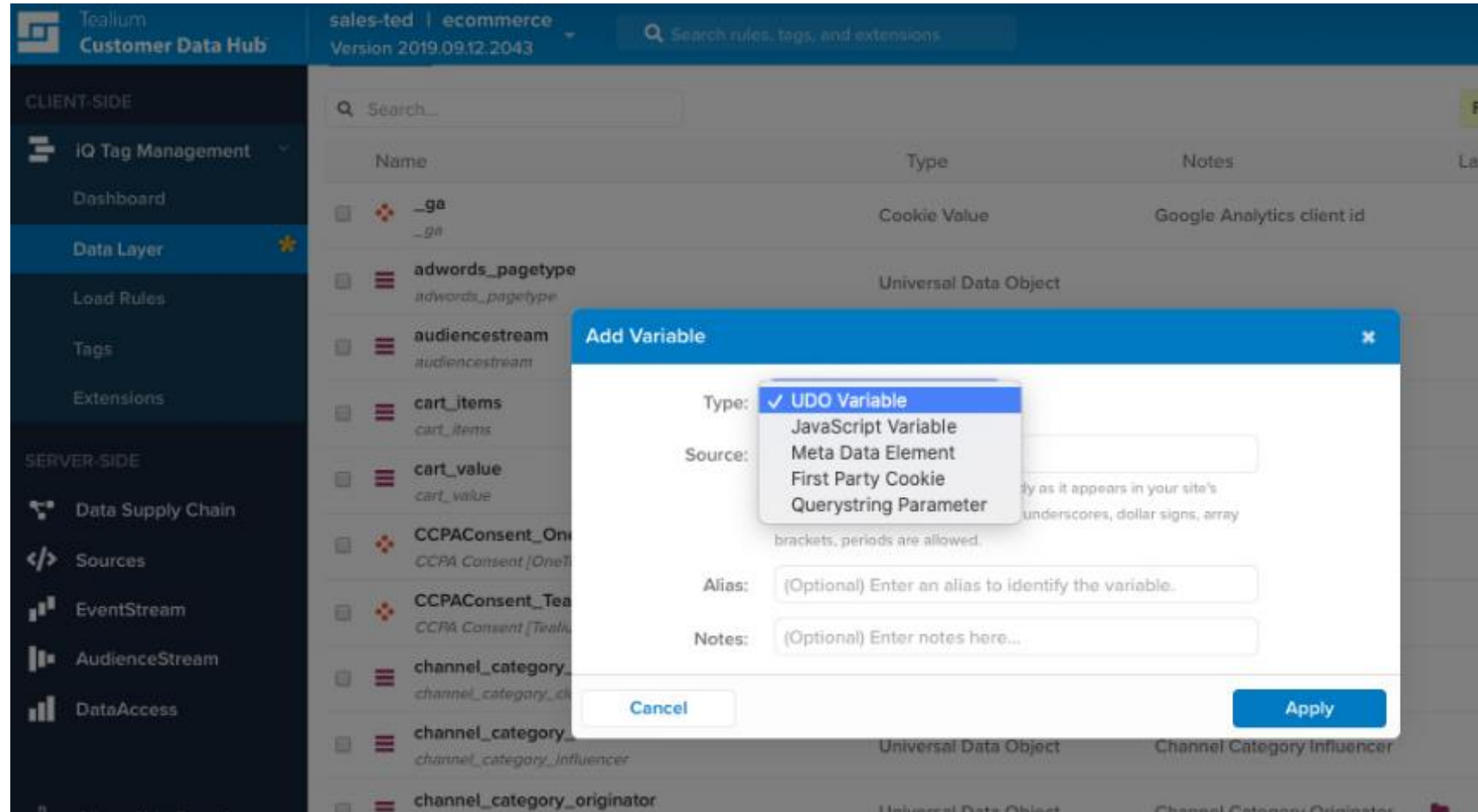
Connectors	Success	Failed
No Eventstream Connectors Configured		

Tealium Detects, Collects, and Processes in Real-Time

- Detect HTML input
- Detect Click-Streams
- Detect Navigation
- Detect Cookies
- Detect URL
- Detect Meta Data

After detection, Tealium packages all data values into an object that can be configured for action in real-time.

Privacy compliance is a valid “action” - user Preferences are collected and applied to profile.



The screenshot displays the Tealium Customer Data Hub interface. The top navigation bar shows 'Tealium Customer Data Hub' and 'sales-ted | ecommerce' with a version number '2019.09.12.2043'. A search bar is present. The left sidebar is divided into 'CLIENT-SIDE' and 'SERVER-SIDE' sections. Under 'CLIENT-SIDE', 'Data Layer' is selected. The main area shows a table of variables:

Name	Type	Notes
<code>_ga</code> <code>_ga</code>	Cookie Value	Google Analytics client id
<code>adwords_pagetype</code> <code>adwords_pagetype</code>	Universal Data Object	
<code>audiencestream</code> <code>audiencestream</code>		
<code>cart_items</code> <code>cart_items</code>		
<code>cart_value</code> <code>cart_value</code>		
<code>CCPAConsent_One</code> <code>CCPA Consent [One]</code>		
<code>CCPAConsent_Tea</code> <code>CCPA Consent [Tealium]</code>		
<code>channel_category_influencer</code> <code>channel_category_influencer</code>	Universal Data Object	Channel Category Influencer
<code>channel_category_originator</code> <code>channel_category_originator</code>	Universal Data Object	Channel Category Originator

An 'Add Variable' dialog box is open, showing the following options:

- Type: UDO Variable
- JavaScript Variable
- Meta Data Element
- First Party Cookie
- Querystring Parameter

The dialog also includes a 'Source' field, an 'Alias' field with the placeholder '(Optional) Enter an alias to identify the variable.', and a 'Notes' field with the placeholder '(Optional) Enter notes here...'. 'Cancel' and 'Apply' buttons are at the bottom.

Consumer Identity and Privacy Preferences Known

- Consumer Identity Data collected
- Consumer Privacy Preferences are received from IAB TCF Framework
- Opt-Out from CCPA Banner detected and included

Tealium recognizes the IAB information and includes it in the collected object for the consumer during the web session.

Opt-Out information is collected at the same time.

Appropriate Identity data is collected.



A screenshot of the Tealium data collection interface. On the left, there are filter options for "date modified" and "date created". Below these are "Filters" with checkboxes for "Show All", "Show Warnings", "Preloaded", and "Custom". Under "By Data Type", there are checkboxes for "Badge", "Number", "String", "Boolean", "Date", "Tally", "Set of Strings", "Funnel", "Timeline", and "Visitor ID". The "Set of Strings" and "Visitor ID" options are checked. On the right, a list of data types is shown, each with a person icon and a name followed by a number in parentheses. Two items are highlighted with red boxes: "ccpa [IAB Consent String] (5359)" and "ccpa [User Preferences] (5361)" at the top, and a group of "Email (5218)", "Facebook ID (5208)", and "Google ID (5206)" in the middle. Other items include "Customer ID (5216)", "DataXu ID (5228)", "IP Address (5214)", "iPhone IDFA (5210)", "LivePerson ID (5222)", "MAID (5354)", and "Resonate ID (5232)".

Complying with CCPA

- Tealium can create the CCPA Banner or work with OneTrust's Cookie Banner
- Either choice produces a Cookie with the user's Opt-Out selection and vendor preferences
- Tealium reads the Cookie and takes appropriate action



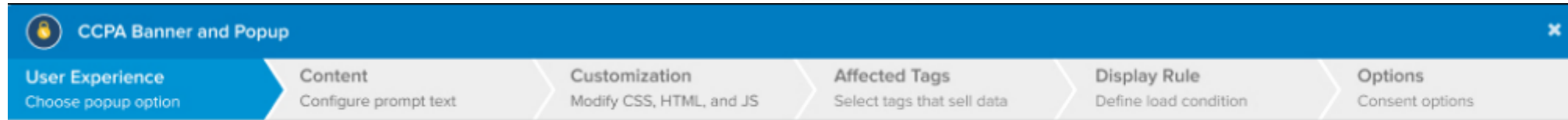
The screenshot displays the Tealium interface for configuring CCPA consent and a tag. At the top, three consent settings are listed, all with green "ON" indicators: "CCPA Email Consent", "CCPA Display Ad Consent", and "CCPA Marketing Automation Consent". Below these, a "LOAD RULE CONFIGURATION" panel is visible, showing a "Settings" section with the title "CCPA Marketing Automation Consent" and a "Conditions" section with the rule: "IF cp.CCPAConsent_OneTrust_Cookie CONTAINS MA = True".

The main area shows a list of tags, with "The Trade Desk" tag selected. The "TAG CONFIGURATION" panel for this tag includes the following details:

- Properties:** Title: The Trade Desk
- Vendor Configuration:** Type: iFrame
- CT:** [Dropdown]
- ADV:** [Dropdown]
- FMT:** [Dropdown]
- PID:** [Dropdown]
- COID:** [Dropdown]
- Publish Settings:** Target Locations: Dev, QA, Prod; Current Published Locations: Prod; Bundle Flag: Off

Additional information for the selected tag includes a "Copy..." button, a "Delete" button, and a note that "There are no labels assigned". The "Tag Vendor Information" section provides a brief description of The Trade Desk's flagship product, The DESK.

Configure CCPA Opt-Out

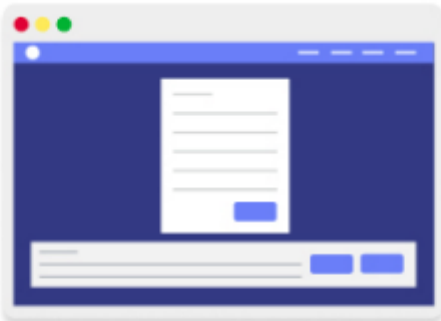


Choose a privacy consent prompt you would like to create

Easily offer opt-out choices to customers, providing control over which third-party vendors and data usage those customers want to allow.

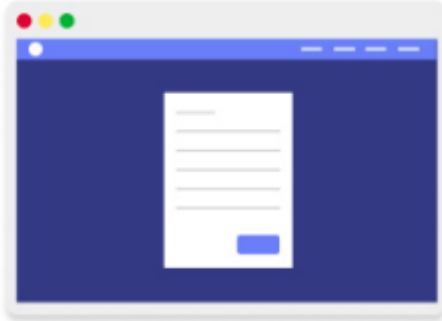
- Choosing the right prompt
- Integrating with your existing prompts

Recommended



Banner with Popup

Configure and customize a complete banner and popup solution.



Popup Only

Configure and customize a popup to integrate with your existing privacy banner.

Configure CCPA Opt-Out

CCPA Banner With Popup: Content

User Experience Choose popup option

Content Configure prompt text

Customization Modify CSS, HTML, and JS

Affected Tags Select tags that sell data

Display Rule Define load condition

Options Consent options

GLOBAL PARAMETERS OFF English (en) Make Default Language

Turn on [Global Parameters](#) to override the current content parameters with the global values. [Learn more about global consent parameters.](#)

LANGUAGE

English (en)

Configure Banner

▼ User Interface Parameters

Title	<input type="text" value="About Cookies On This Site"/> [[title]]
Message	<input type="text" value="We use cookies to personalise content and ads, to provide social media features and to analyse our traffic. We also share information about your use of our site with our social media, advertising and analytics partners."/> [[message]]
Do Not Sell Details Button	<input type="text" value="Do Not Sell Personal Information"/> [[title]]
Continue to Site Button	<input type="text" value="Continue to Website"/> [[title]]

Configure CCPA Opt-Out

CCPA Banner With Popup: Customization ✕

User Experience Content **Customization** Affected Tags Display Rule Options

Choose popup option Configure prompt text **Modify CSS, HTML, and JS** Select tags that sell data Define load condition Consent options

i Learn more about customization privacy prompts on the [Tealium Learning Community](#). ↺ Restore Default 👁 Preview

▼ Banner

CSS

```
1 //Sample Code
2 function addToCart(id, name, price) {
3     var cart = window.localStorage.getItem('cart');
4
5     if(!cart) {
6         cart = [];
7     }
```



HTML

```
1 //Sample Code
2 function addToCart(id, name, price) {
3     var cart = window.localStorage.getItem('cart');
4
5     if(!cart) {
6         cart = [];
7     }
```



JavaScript

```
1 //Sample Code
2 function addToCart(id, name, price) {
3     var cart = window.localStorage.getItem('cart');
4
5     if(!cart) {
6         cart = [];
7     }
```



Configure CCPA Opt-Out

CCPA Banner With Popup: Affected Tags

User Experience | Content | Customization | **Affected Tags** | Display Rule | Options

Choose prompt type | Configure prompt text | Modify CSS, HTML, and JS | **Select tags that sell data** | Define load condition | Consent options

Select the tags to be governed by popup.

- ON CCPA Email Consent
- ON CCPA Display Ad Consent
- ON CCPA Marketing Automation Consent

CATEGORIES

- Analytics**
- Affiliates
- Display Ad
- Search
- Email
- Personalization
- Social
- Big Data
- Misc
- Cookie Management
- CDP

LOAD RULE CONFIGURATION [Edit](#)

Settings:

Title: CCPA Display Ad Consent

Conditions:

IF `cp.CCPAConsent_OneTrust_Cookie` CONTAINS `Display = true`

TAGS (0 ACTIVE / 0)

Vendor	Title	UID
There are no tags scoped to this load rule.		



Configure CCPA Opt-Out

CCPA Banner With Popup: Display Rule

User Experience Choose popup option | Content Configure prompt text | Customization Modify CSS, HTML, and JS | Affected Tags Select tags that sell data | **Display Rule Define load condition** | Options Consent options

Please Note

- Explicit consent is assumed to be required whenever these conditions are met.
- Tealium will check to see if a cookie has been set and prompt only if it has not been set.

[Help Docs](#)

ON CCPA Email Consent

ON CCPA Display Ad Consent

[Copy](#) [Delete](#)

Labels [Apply Labels](#)

There are no labels assigned

[+ Create Rule](#)

LOAD RULE CONFIGURATION

[Edit](#)

Settings:

Title CCPA Display Ad Consent

Conditions:

IF | cp.CCPAConsent_OneTrust_Cookie CONTAINS Display = true

TAGS (0 ACTIVE / 0)

Vendor	Title	UID
There are no tags scoped to this load rule.		

ON CCPA Marketing Automation Consent

Configure CCPA Opt-Out

CCPA Banner With Popup: Options

User Experience Choose popup option

Content Configure prompt text

Customization Modify CSS, HTML, and JS

Affected Tags Select tags that sell data

Display Rule Define load condition

Options Consent logging

Event Logging

Log Consent Changes

Yes No

Each time a visitor grants or revokes consent using the consent prompt, the action will be logged for auditing purposes. The event logging option requires EventStore or EventDB.

Event Log URL

Event Log Profile

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Michael Williams, Partner, Clym



How Clym Helps Publishers

1. Manage cookie consent
2. Generate timestamped consent receipts
3. Administer DSARs (e.g. “Forget Me”)
4. Organize documentation
5. Control geolocation access
6. Build customer trust
7. Improve customer engagement
8. Manage compliance costs
9. Ensure long-term compliance





CCPA Issues for Publishers

1. Customization: how can I manage my site visitors' experiences based on their geographic location?
2. Monetization: how can I ensure my site is complying with various regulations while minimizing impact on my revenue streams?
3. Speed: how can I ensure that my site's loading speed isn't affected by a privacy compliance tool?
4. Communication: how can I be transparent with my customers and maintain compliance with new privacy regulations?





CCPA Issues for Publishers - Customization

1. Geo-location issues
2. Opt-in vs. opt-out
3. Essential vs. non-essential
4. User functionality
5. Transparency

EDIT GEO-LOCATION RULES

Display cookie consent menu

If enabled, users will have the option to adjust cookie settings for each category of cookies you select

Advertising

Opt-out Opt-in Essential

Analytics

Opt-out Opt-in Essential

Entertainment

Opt-out Opt-in Essential

Essential

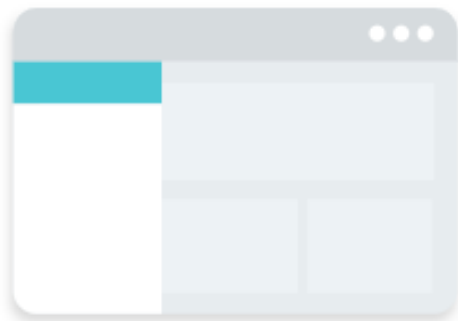
Opt-out Opt-in Essential



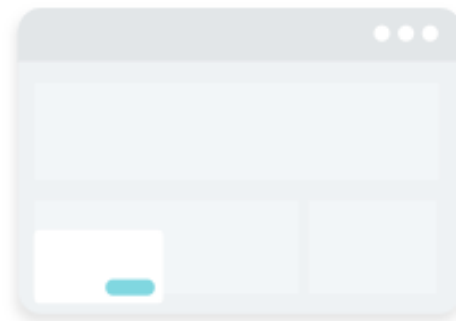


CCPA Issues for Publishers - Monetization

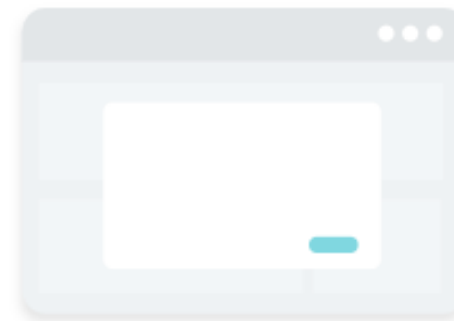
1. Stop vs. yield signs
2. Selling – what's included?
3. List sharing
4. Engagement



Classic



Discrete



Blocker



Hidden





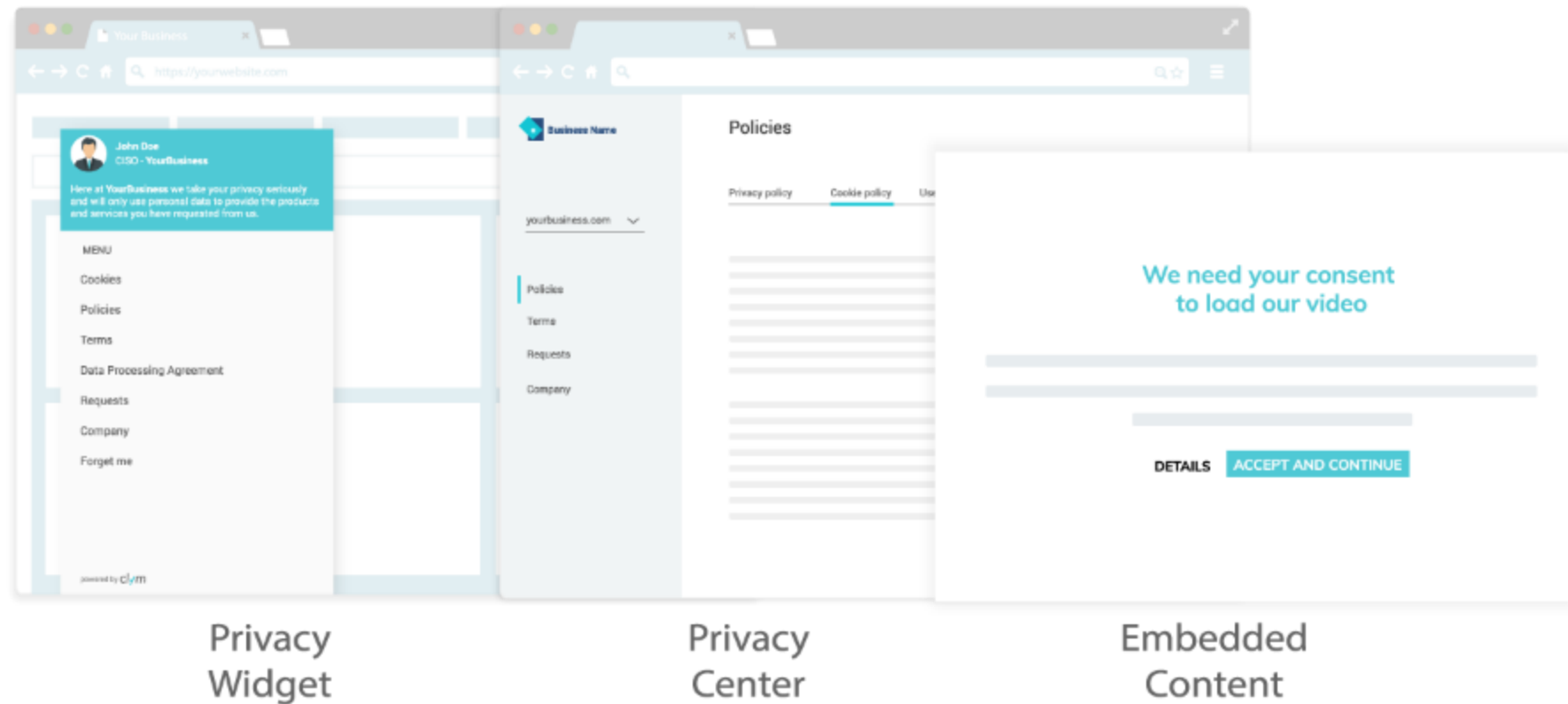
CCPA Issues for Publishers - Speed

1. Top priority
2. Page load time considerations: 4 milliseconds
3. Bounce rates
4. Mobile considerations





CCPA Issues for Publishers - Communication

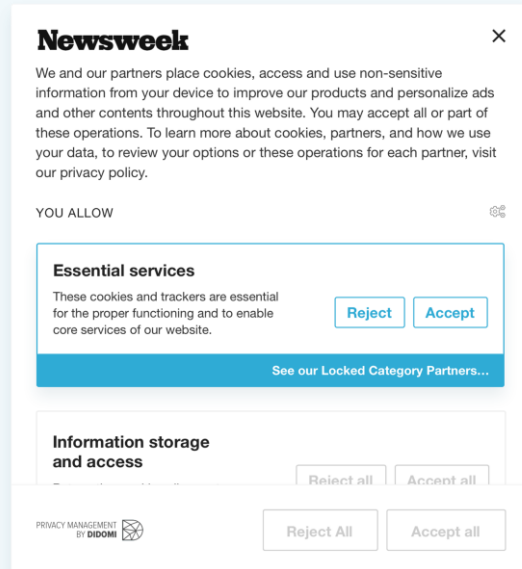


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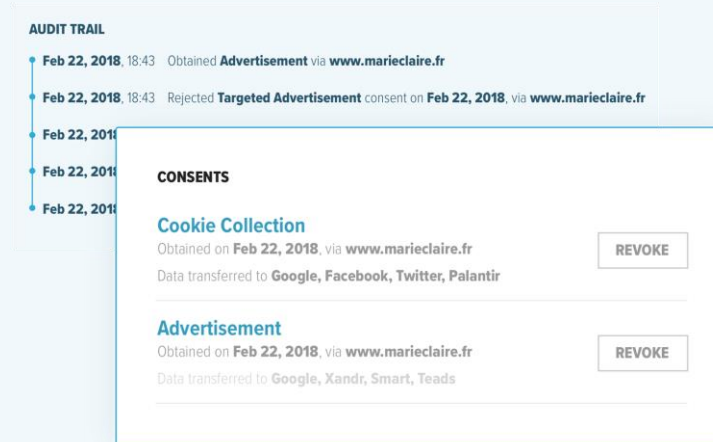


Jawad Stouli, CTO & Co-Founder, Didomi

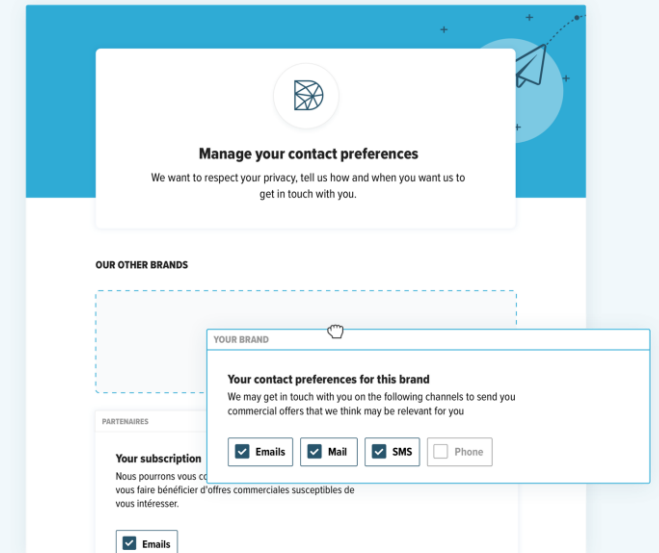
A complete CMP for GDPR and CCPA




Collect & Access




Store & Analyze




Distribute




Website
Configure a consent notice for a desktop or mobile website



AMP Website
Configure a consent notice for a website using the AMP framework



Mobile App
Configure a consent notice for a native mobile app on iOS or Android



Sticky Banner
Consent notice displayed as a sticky banner. The user can access the page content before giving consent.

Cross-platform

Didomi supports all environments and all types of consents and preferences at scale :

- ✓ Dedicated SDKs for web, mobile (iOS, Android, AMP), Connected TVs
- ✓ Fully customized consent and preference types
- ✓ Delegated consent and offline consent

Lessons from GDPR



Key lessons from the GDPR adoption in the EU:

- ✓ Industry-wide adoption and the role of the TCF
- ✓ Compliance drives CPMs and revenue
- ✓ Regulations are local and always evolving



What to expect for CCPA?

Impacts of CCPA on the advertising industry:

- ✓ Similar industry-wide adoption
- ✓ Opt-out rate, CPMs and revenue
- ✓ More US regulations to follow



Open Discussion and Q&A

- **May 8, 2020 at 12 pm ET**
 - Managing Privacy Compliance Across Jurisdictions: A Comparison of GDPR and CCPA
- **May 19, 2020 at 12 pm ET**
 - The California AG's Draft Regulations & the Road to CCPA Enforcement
- **May 27, 2020 at 12 pm ET**
 - The Next Wave of California Privacy Law: CPRA, CCPA Amendments & More

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THANK YOU