Global Privacy Platform (GPP) & US State Signals
What is the Global Privacy Platform (GPP)?

**What it is**

- Adaptable, channel-agnostic protocol for signaling user privacy consent & choice down the ad supply chain

- Supports existing signals including IAB Europe’s TCF

- Flexible architecture makes it ready to support new regional signals without the need to start from scratch each time
Global Privacy Platform Privacy Signaling Concept

For one ad request...

“string” included

- Publisher ad server
- SSPs
- DSPs
- Advertiser ad server
- Creative server
- Verification vendor(s)
- Attribution vendor(s)
- ...

Pub/Adv CMP API

CMP API or Macro

OpenRTB
Global Privacy Platform “String” Concept

whatsInThisString\sim sectionOneEncodedValues\sim sectionFiveEncodedValues

Header acting as a string “table of contents”

Discrete sections of privacy signals (regional, etc...)

Transport Mechanisms

Consent Management Platform API

• One "global" API that can be used to access consent information for any supported privacy signal
• Features a standard set of commands that can be used to retrieve the GPP String or section-specific information.
• Flexibility for regional sections to define set of non-generic commands via section extensions

OpenRTB

• Field within the Regs object for passing the GPP string

URL Parameters and Macros

• Standard parameters and macros to be used to pass the GPP string
Summary of GPP

The Global Privacy Platform streamlines technical privacy signaling protocols with:

• GPP String - standardized way for privacy signals to be created

• Standard interfaces for transport of the GPP string including one CMP API, standard fields in OpenRTB, standard URL parameters and macros
How does this relate to the MSPA?

Using the GPP allows:

- First Parties to pass the appropriate signals that communicate consumer choices to Downstream Participants providing information like, what mode the First Party is operating in and whether the Downstream Participant should be engaging as a "service provider" or "processor"

- Downstream Participants to receive the privacy signals to understand and honor consumer choices and to understand if they should be engaging as a “service provider” or “processor”
Example GPP Strings
Example – California Section

Conditions

- MSPA Covered Transaction
- MSPA OptOut Option Mode
- Consumer was shown the appropriate notice
- Consumer did not opt out of Sale or Share of Personal Information
- Business is not using Consumer’s Personal Information for advertising purposes that are unrelated for which the data was collected or processed
- GPC signal not detected

Fields

Version = 1
SaleOptOutNotice = 1
ShareOptOutNotice = 1
SensitiveDataLimitUseNotice = 0
SaleOptOut = 2
SharingOptOut = 2
SensitiveDataProcessing = 0
KnownChildSensitiveDataConsents = 0
PersonalDataConsents = 0
MSPAcoveredTransaction = 1
MSPAoptOutOptionMode = 1
MSPA ServiceProviderMode = 0
GPC = 0

Bit representation

000001 010100 101000 000000 000000 000000
000001 100000

Encoded section for California

BUoAAABg.Q

Step 1

Create the discrete section for California.
In this example, the encoded California signal is created ("California string")
Example – California Section

**Conditions**
- Includes the section for California

**Fields**
- **Type = 3**
- **Version = 1**
- **Sections = 8**

**Bit representation**
000011 000001 000000 000001 000001 100000

**Encoded header section**
DBABBg

**Step 2**

Create the header section.
In this example, the encoded header is created indicating that the GPP string contains privacy signals for the California section (Section ID 8).
Example – California Section

Conditions

- Includes the section for California
- MSPA Covered Transaction
- MSPA OptOut Option Mode
- Consumer was shown the appropriate notice
- Consumer did not opt out of Sale or Share of Personal Information
- Business is not using Consumer’s Personal Information for advertising purposes that are unrelated for which the data was collected or processed
- GPC signal not detected

Step 3

Concatenate all the header section and the California section.
In this example, the encoded header and the California section are concatenated with the “~” (tilde) delimiter.

Encoded header
DBABBg

Encoded section for California
BUoAAABg.Q

GPP string
DBABBg~BUoAAABg.Q
Thank you!

GPP Specification:
https://github.com/InteractiveAdvertisingBureau/Global-Privacy-Platform