IAB CCPA COMPLIANCE FRAMEWORK
FOR PUBLISHERS & TECHNOLOGY COMPANIES:
V1.0 Tech Specs Overview

Jennifer Derke, Director of Product at IAB Tech Lab
privacy@iabtechlab.com
November 18, 2019

How IAB Tech Lab Helps – Our Mission

Sharing the cost, sharing the benefits

Member-driven, member-developed

Engage a member **community** globally to **develop foundational** technology and standards that enable growth and **trust** in the digital media ecosystem.

Broad availability & utility, by design

We live this – as a neutral, transparent, open-source, non-profit org

iab.
TECH LAB

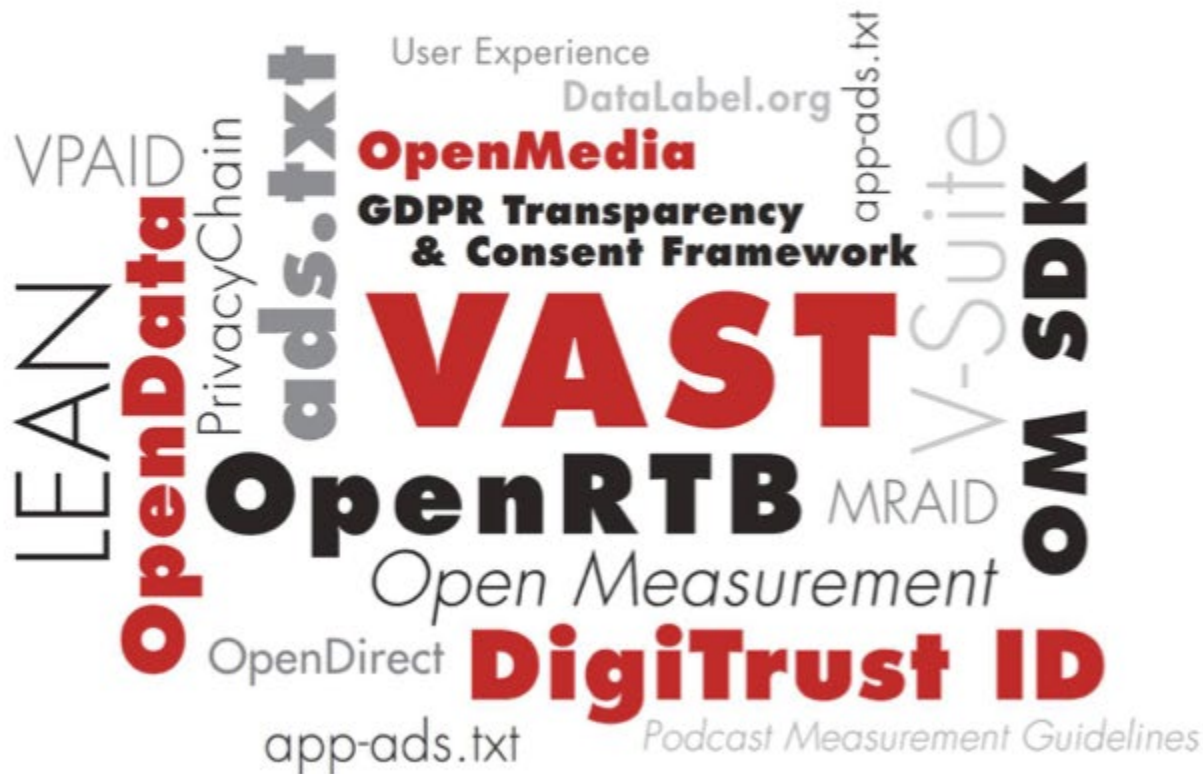# Technical Standards We All Rely on Every Day

Tech Lab standards are similar...but for digital media.

Standards & compliance help our industry:

- Reduce engineering/product effort & costs
- Improve interoperability & quality
- Increase speed to market
- Fuel market innovation
- ...and **grow!**

3

Ever Heard of These? They Are from IAB Tech Lab …
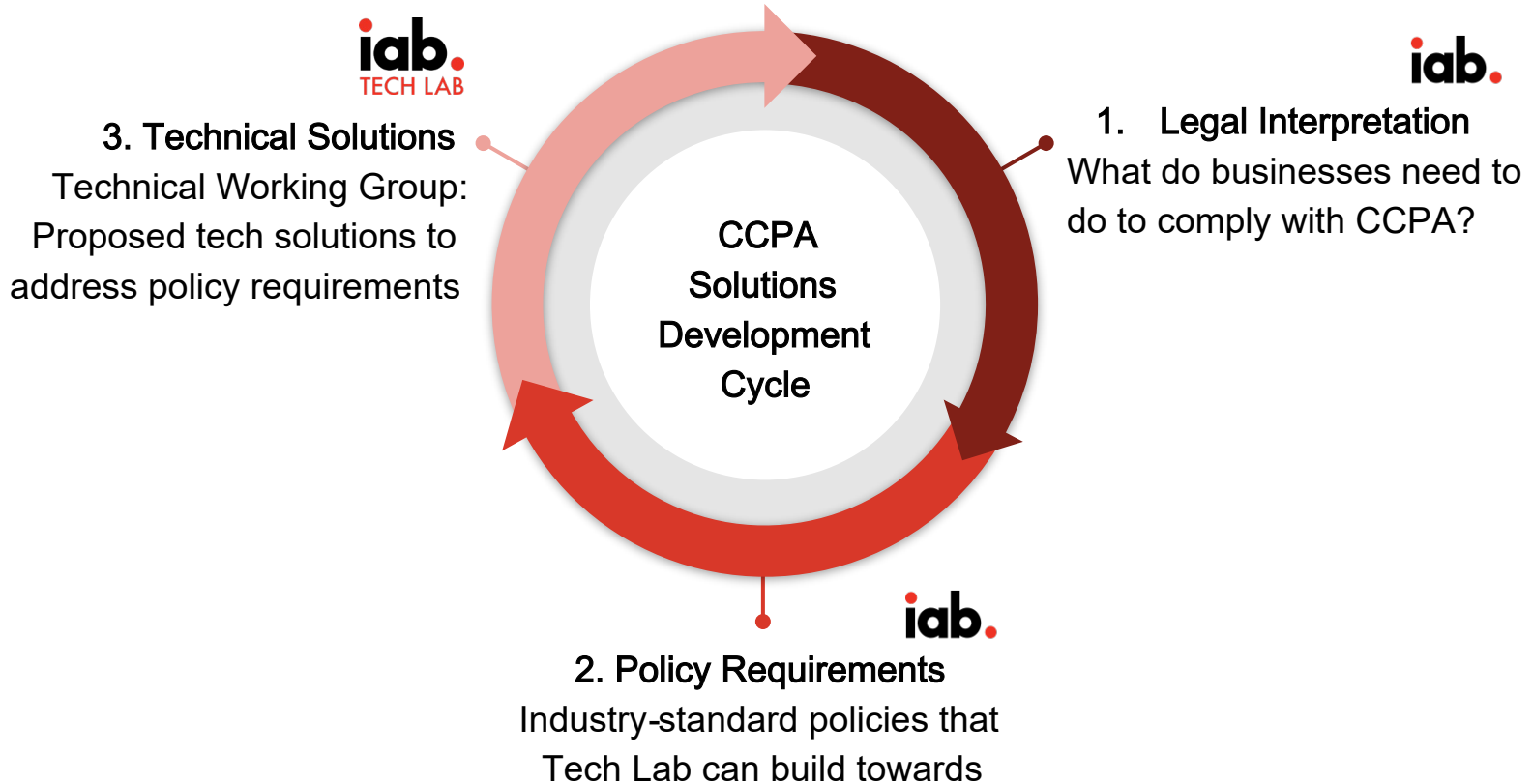
Tech Lab Themes & Standards Portfolio

IDENTITY, DATA, & PRIVACY	BRAND SAFETY & AD FRAUD	AD EXPERIENCES & MEASUREMENT	PROGRAMMATIC EFFECTIVENESS
DigiTrust ID service & consent management	**ads.txt / app-ads.txt** (fraud)	**VAST** (video ad delivery)	OpenRTB (programmatic real-time)
OTT IFA Guidelines	**sellers.json** (fraud)	**SIMID** (video ad interactivity)	OpenDirect (programmatic guaranteed)
Data Label ("food nutrition label" for data)	**SupplyChain object** (transparency)	MRAID (mobile ads)	Ad Management API (creative approval)
Audience Taxonomy	ads.cert (fraud)	New Ad Portfolio	Blockchain education
OpenData (campaign data)	Content Taxonomy	Dynamic Content Ads	
IAB Europe Transparency & Consent Framework	Ad Product Taxonomy	SafeFrames (ad "container")	
CCPA/Other Frameworks		**Open Measurement** (viewability+)	
PrivacyChain (consent on blockchain)		Podcast Measurement Guidelines	

Bold = Top priorities for adoption in 2019

iab.
TECH LAB

IAB and IAB Tech Lab efforts to date

- Public policy
  - Advocacy and Testimony...
- Education & preparedness
  - Summer/Fall webinar series...
- CCPA Compliance Framework development
  - Policy
  - Technical

To Learn More: iab.com/ccpa

CCPA / US Privacy Working Group Collaboration

CCPA Solutions Development Cycle

1. Legal Interpretation
What do businesses need to do to comply with CCPA?

2. Policy Requirements
Industry-standard policies that Tech Lab can build towards

3. Technical Solutions
Technical Working Group: Proposed tech solutions to address policy requirements

Policy Context, IAB

IAB Policy Context

Policy needs include;
- Policy requirements for explicit notice, opportunity to opt out of sale
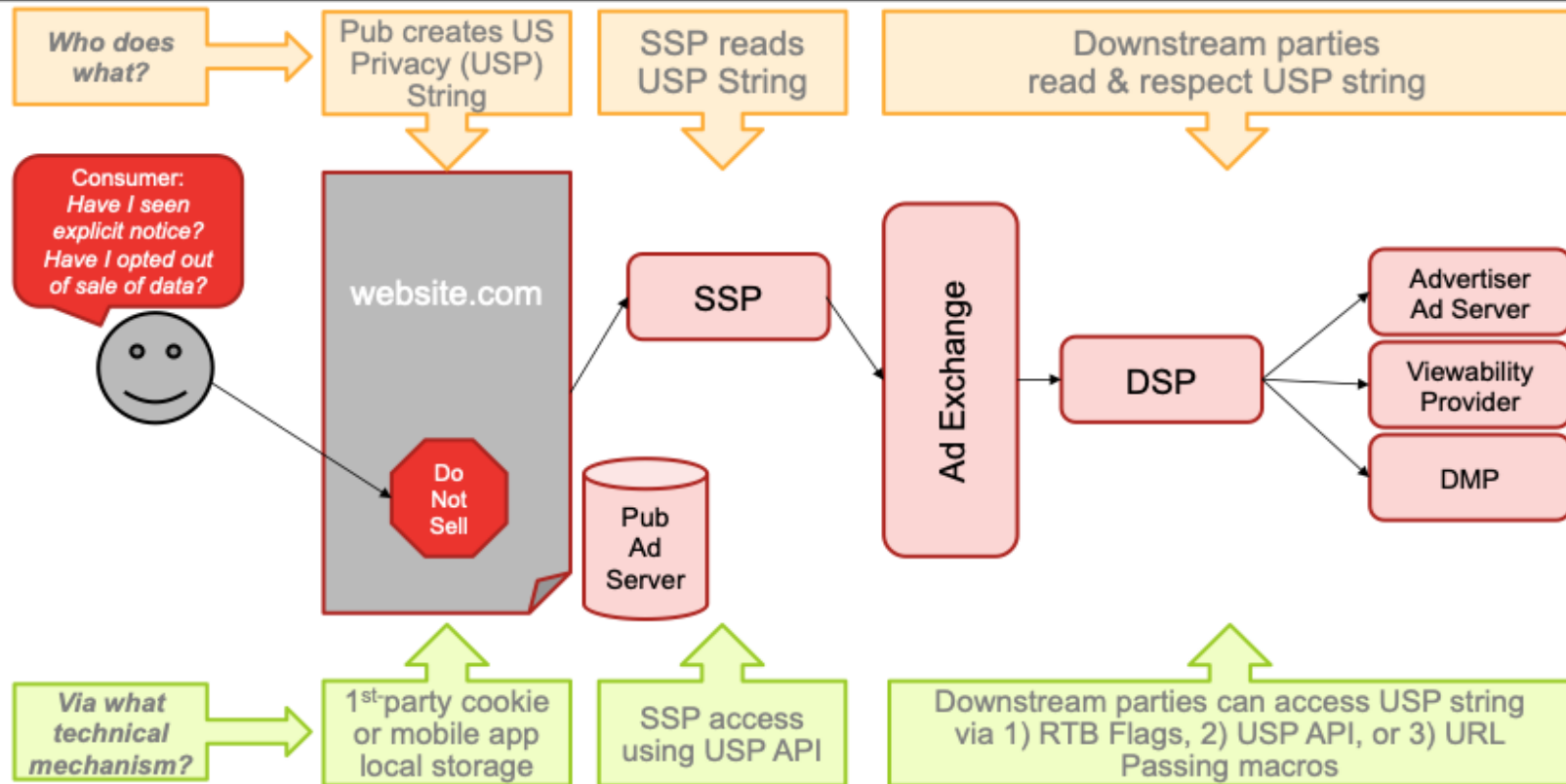- Programmatic paradox

Solution components
- Framework policies
- Limited Service Provider Agreement

More information at https://www.iab.com/guidelines/ccpa-framework/

iab.
TECH LAB

Technical specification overview

IAB CCPA COMPLIANCE FRAMEWORK FOR PUBLISHERS & TECHNOLOGY COMPANIES

There are three technical specifications that were shared in drafts for public comment:

Note, v1.0 of all IAB Tech Lab U.S. Privacy technical specifications serve only CCPA compliance.

- **IAB Tech Lab U.S. Privacy String**: Supports data format for information about disclosures made and choices selected by a user regarding consumer data privacy.

- **IAB Tech Lab U.S. Privacy User Signal API**: Specifies a lightweight API that may be implemented by digital properties for web and mobile in-app to represent U.S. privacy signals.

- **IAB Tech Lab U.S. Privacy OpenRTB Extension**: Outlines a mechanism to support communication of U.S. privacy signals within the scope of CCPA compliance.

To learn more: iabtechlab.com/ccpa

U.S. Privacy String

This current version of the U.S. Privacy String only supports CCPA Compliance.

The U.S. Privacy String contains the following information:
1. **General metadata**
2. **Explicit Notice/Opportunity to Opt Out**
3. **Opt-Out of Sale** (consumer signal)
4. **Agreement terms apply**

Where is this stored?
- Publisher 1st party cookie, mobile in-app local storage

String Component	Expected Values	Definition
Specification Version	**Number** (1 char in string)	The version of this string specification used to encode the string
Explicit Notice/ Opportunity to Opt Out	**ENUM** (**N** = No, **Y** = Yes, **-** = Not Applicable)	Has explicit notice been provided as required by 1798.115(d) of the CCPA and the opportunity to opt out of the sale of their data pursuant to 1798.120 and 1798.135 of the CCPA
Opt-Out Sale	**ENUM** (**N** = No, **Y** = Yes, **-** = Not Applicable)	Has user opted-out of the sale of his or personal information pursuant to 1798.120 and 1798.135
LSPACT	**ENUM** (**N** = No, **Y** = Yes, **-** = Not Applicable)	Publisher is a signatory to the IAB Limited Service Provider Agreement (LSPA) and the publisher declares that the transaction is covered as a "Covered Opt Out Transaction" or a "Non Opt Out Transaction" as those terms are defined in the Agreement.

iab.
TECH LAB

User Signal Mechanism: USP API

U.S. Privacy API

Simple JavaScript API, named __uspapi() that reads the U.S. Privacy string and returns it in readable form. Currently applies for CCPA only.

__uspapi(command, version, callback)

    command (string):   command to be executed (currently only "*getuspdata*" is supported)

    version (int):   version number (currently 1)

    callback (function):   callback taking 2 params (callback(usp object, success))

        The callback function returns the usp object, containing the version and U.S. Privacy string and sets success=true if the objects was successfully retrieved.

        It will return *null* and success=false if an invalid or erroraneous parameter was given or the string couldn't be retrieved.

Example:

    __uspapi("getuspdata", 1, function(uspobj, success) { console.log('cmp response: ', uspobj, ' success: ', success) })

    cmp response: {version: 1, uspString: "1YNY"} success: true

U.S. Privacy API

Other things worth noting:

U.S. Privacy string URL param

URL parameter	Possible values	Default	Description
us_privacy	string	N/A	URL-encoded U.S. Privacy string format as specified above.

RTB Extension Object: us_privacy attribute

Field	Scope	Type	Default	Description
us_privacy	optional	string	-	Must follow the U.S. Privacy string format.

Source code is in github: https://github.com/InteractiveAdvertisingBureau/CCPA-reference-code
    Reference API implementation along with an integration sample

iab.
TECH LAB

Next steps & resources

Expected Next Steps

Public comment period is closed

    Final specifications coming very soon!

        Additional resources; publisher reference code

Framework and tech specs iteration expected

    End of year and possibly again in 2020

    IAB Tech Lab CCPA/US Privacy Technical Working Group

Evolution based on;

    Regulatory landscapes

    New feature requests/policy requirements

iab.
TECH LAB

Final v1.0 Specifications

The November 18, 2019 Final v1.0 rollout plan includes:

- V1.0 of the tech specs for the IAB CCPA Compliance Framework are released today, November 18, and available for immediate adoption by publishers and tech companies

- An upcoming minor iteration of the tech specs - including the consumer data deletion request feature and other minor additions - will complement the final release of the Framework and Limited Service Provider Agreement

- As needed, we will continue to iterate the tech specs based on new needs and potential adjustments to the CCPA regulations - as the California Attorney General may make some changes after the public comment phase ends on December 6 and once the law takes effect on January 1, 2020

iab.
TECH LAB

More Resources from the IAB Privacy and Compliance Unit

Policy Information: https://iab.com/ccpa
and https://www.iab.com/guidelines/ccpa-framework/

IAB Tech Lab CCPA/US Privacy Technical Working Group
https://iabtechlab.com/working-groups/ccpa-us-privacy-technical-working-group/