Introduction

For support of the IAB CCPA Compliance Framework, this document specifies how to pass information pertaining to CCPA within OpenRTB. This document outlines a mechanism to support communication of U.S. Privacy signals within the scope of CCPA compliance. This document is the work product of the IAB Tech Lab’s CCPA/U.S. Privacy Technical Working Group, and reviewed by members of IAB Tech Lab’s OpenRTB Working Group. Policy requirements were developed by a legal affairs group at IAB in the US.

Participants in Real Time Bidding need to know when personal data in the bid request is subject to U.S. Privacy rule. Digital Properties and intermediaries need a way to pass on U.S. Privacy signals through the current RTB ecosystem.

This document proposes that bid requests shall optionally include U.S. Privacy transparency and choice signals representing the relationship and status between a consumer and the Digital Property.

As an extension object, this extension could be used with version 2.X or 3.0 of the IAB Tech Lab’s OpenRTB protocol.

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About IAB Tech Lab

About IAB Technology Laboratory

The IAB Technology Laboratory (Tech Lab) is a non-profit consortium that engages a member community globally to develop foundational technology and standards that enable growth and trust in the digital media ecosystem. Comprised of digital publishers, ad technology firms, agencies, marketers, and other member companies, IAB Tech Lab focuses on improving the digital advertising supply chain, measurement, and consumer experiences, while promoting responsible use of data. Its work includes the OpenRTB real-time bidding protocol, ads.txt anti-fraud specification, Open Measurement SDK for viewability and verification, VAST video specification, and DigiTrust identity service. Board members include ExtremeReach, Facebook, Google, GroupM, Hearst Digital Media, Index Exchange, Integral Ad Science, LinkedIn, LiveRamp, MediaMath, Microsoft, Oracle Data Cloud, Pandora, PubMatic, Quantcast, Rakuten Marketing, Telaria, The Trade Desk, Verizon Media Group, Xandr, and Yahoo! Japan. Established in 2014, the IAB Tech Lab is headquartered in New York City with staff in San Francisco, Seattle, and London. Learn more at https://www.iabtechlab.com.

About IAB CCPA Compliance Framework

The IAB CCPA Compliance Framework comprises of policy and technical work to support CCPA compliance. This document is the work product of the IAB Tech Lab’s CCPA/U.S. Privacy Technical Working Group. Policy requirements were developed by a legal affairs group at IAB in the US. The technical specifications documents refer to the guidance within IAB CCPA Compliance Framework Policies.

More information about the Framework is available at iab.com/guidelines/ccpa-framework and technical specifications are available at iabtechlab.com/ccpa.

Final v1.0 Specifications

Final v1.0 technical specifications for the IAB CCPA Compliance Framework may be re-released when the Limited Service Provider Agreement is released to the industry. Furthermore, in the future, the technical component of the Framework may support the communication of data deletion requests.
Relevant Documents

IAB CCPA Compliance Framework Policies
IAB Tech Lab U.S. Privacy String
IAB Tech Lab U.S. Privacy User Signal API
IAB Tech Lab U.S. Privacy OpenRTB Extension

Extension Object: us_privacy attribute

Publish an OpenRTB Advisory defining a new attribute “us_privacy” within the BidRequest object, through which the Digital Property, or its ad technology vendor, may define the regulatory context governing personal data contained within the bid request and any subsequent related transactions. For OpenRTB v2.2+, the “us_privacy” attribute should be added into the “ext” object within the “Regs” object. For OpenRTB v2.0-2.1, the “us_privacy” attribute can be added into the “ext” object within the “User” object.

<table>
<thead>
<tr>
<th>Field</th>
<th>Scope</th>
<th>Type</th>
<th>Default</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>us_privacy</td>
<td>optional</td>
<td>string</td>
<td>-</td>
<td>Must follow the U.S. Privacy string format.</td>
</tr>
</tbody>
</table>

Examples:

A Digital Property has determined that U.S. Privacy applies to the transaction. The Digital Property is using version 1 of the U.S. Privacy string specification. The Digital Property has provided explicit user notice. The user has not made a choice to opt out of sale.

```
{
    "Regs": {
        "ext": {
            "us_privacy": "1YNN"
        }
    }
}
```

A Digital Property has determined that U.S. Privacy applies to the transaction. The Digital Property is using version 1 of the U.S. Privacy string specification. The Digital Property has not provided explicit user notice. The user has made a choice to opt out of sale.

```
{
    "Regs": {
        "ext": {
            "us_privacy": "YNN"
        }
    }
}
```
A Digital Property has determined that U.S. Privacy does not apply to the transaction and is signaling this using version 1 of the U.S. Privacy string specification.

Notes

URL Parameters

This extension does not cover use cases where a service requires U.S. Privacy signals but cannot access the OpenRTB bid request. Details for URL-based services that require U.S. Privacy signals can be found in the U.S. Privacy string specification.