Training 6: Getting it Right! (Part 2) The Do's and Don'ts of a Vendor - Technical Integration
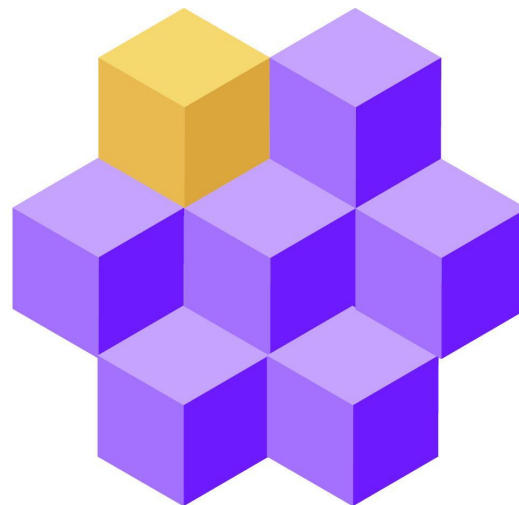
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Jan Winkler - CEO AdSpirit

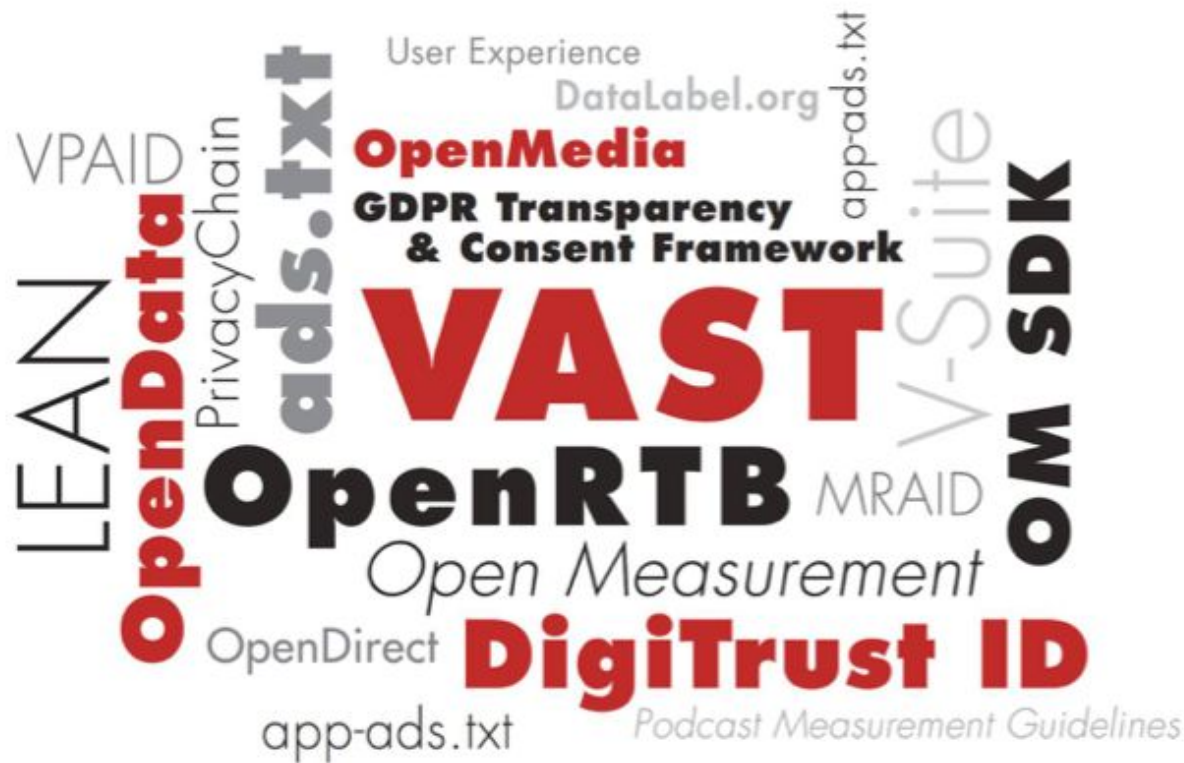Lon Pilot - VP of Engineering Global at GroupM

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AGENDA

- Introduction
- Vendor Registration
- Unpacking Consent Strings
- You May Have Missed…
- Q&A

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HOW IAB TECHLAB HELPS

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

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HOW IAB TECHLAB HELPS

VENDOR REGISTRATION

BUT FIRST, REGISTER

https://register.consensu.org/

☐ Confirmation your operation is configured to support TCF v2.0 ⓘ

- Vendors should register for v2 ASAP
- No later than March 31
- Update the checkbox for operation configuration when you are technically ready to support v2

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UNPACKING TC STRINGS

TC STRINGS & MORE

Where to get the TC String from?

Tags

- Query the TCF CMP API
  (javascript: __tcfapi(…))
- Get the TC string passed as parameter
  (${GDPR} macro and &gdpr_consent=… parameter)

OpenRTB

- 2.0 - 2.1: User.ext.gdpr / User.ext.consent
- 2.2 - 2.5: Regs.ext.gdpr / User.ext.consent
- 3.0: Regs.gdpr / User.consent

App

- Query the TCF CMP API
  (mPreferences.getString("IABTCF_TCString", "");)

TC STRINGS & MORE

Unpacking TC strings:

1. Determine the version: v1 "B" vs. v2 "C"
2. Split into segments by ".":
   - Core String
   - (optional) Disclosed Vendors/OOB
   - (optional) Allowed Vendors/OOB
   - (optional) Publisher TC
3. Unpack each segment separate, same bit encoding logic as TCF v1, but with different fields (next side)
4. Fields to put attention on:
   - IsServiceSpecific -> which segments may be used
   - Segment type -> how to decode the rest of the segment

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TC STRINGS & MORE

Decoding of TC strings

1. Decode TC string from base64(websafe) to bytes
2. Decode bytes to bits
3. Read bits from left to right according to TC spec:
   - First 6 bits = version field
   - Next 36 bits = created field
   - Next 36 bits = last updated field
   - …
4. Convert each field based on the expected output type (bool, int, string, bit list, …)

Hint: Some sections are optional (e.g. restrictions) or conditional to other fields (e.g. vendor consent). Some sections contain repeated fields based on another field (e.g. range encoding of vendor consent).

TC STRINGS & MORE

Understanding TC String data

In order to understand if consent/LI is given for a vendor for a purpose:

1. Check publisher restrictions
   (vendor allowed? consent/LI allowed?)
2. Check GVL if vendor has flexible legal basis
3. Check purpose consent and/or purpose LI
4. Check purpose 1 treatment and publisher cc
   (only for purpose 1)
5. Check vendor consent and/or vendor LI
6. Check OOB sections if you want to make use of it
   (optional, if you are the vendor) (Vendor disclosed? Vendor restricted?)

Consult with your lawyer!

Vendors must discard TC Strings with invalid CMPs ids

- **Check using the Global CMP List (GCL):**
  - https://cmplist.consensu.org/cmp-list.json (v1)
  - https://cmplist.consensu.org/v2/cmp-list.json (v2 - available soon)

- **Discard the TC String and do not pass it downstream if:**
  - The CMP id is not present in the GCL (e.g. CMP id 0)
  - The CMP has a deletedDate set and the TC String was created after that date (e.g. CMP id 1)

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YOU MAY HAVE MISSED...

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YOU MAY HAVE MISSED...

- Macro Changes
- API Changes
- Global Vendor List (GVL) and Global CMP List (GCL)

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Macros

- 16 (17). A Vendor must not transmit personal data to another Vendor unless the Framework's Signals show that the receiving Vendor has a Legal Basis for the processing of the personal data. For the avoidance of doubt, a Vendor may in addition choose not to transmit any data to another Vendor for any reason.

Macros

- Unchanged:
    - ${GDPR}
    - ${GDPR_PD}
- Changed:
    - ${GDPR_CONSENT_XXX}

API Changes

- Name Changes
  - __cmp* -> __tcfapi*
- Data Changes
  - vendorConsents/Data -> TCData
- Removals
  - getConsentData
  - getPublisherConsents
- PingReturn
  - New Properties

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API Changes

- Events
  - tcloaded
  - cmpuishown
  - useractioncomplete

The Global Vendor List (GVL) & Global CMP List (GCL)

- **Strict cache requirements**

  - Cache-control headers must be honoured
  - Cache currently set to 7 days = **1 request per vendor per week**

- **GVL archives may be cached indefinitely**

- **Monitoring**

  - Access will be blocked for IPs making too many requests

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Q&A