



What is the California Consumer Privacy Act (CCPA)?

California Consumer Privacy Act is a bill to enhance privacy rights and consumer protection for residents of California. It goes into effect on January 1, 2020 and will be fully enforced in July 2020.

What does CCPA cover in terms of protections for consumers?

- Consumers' rights to access information (how personal information was collected, shared, and sold, and why it was sold)
- Consumers' rights to delete information
- Consumers' rights to opt out from having their personal information sold to third parties.

Is TripleLift compliant with the CCPA?

TripleLift is a signatory on the IAB framework for CCPA and urges Publishers and Demand Partners to become members of the Framework to support each party's efforts towards compliance with the CCPA.

How will you be adopting the IAB spec for CCPA?

We will be supporting the us_privacy string in the OpenRTB Extension for Privacy.

Are all TripleLift publishers sending the privacy string?

Some publishers have already begun to send the privacy string. We expect and encourage continued adoption from publishers by the enforcement date of July 2020.

What impact will CCPA have on my campaigns in California?

Users who opt out of having their information sold may not be eligible for certain audience segments or retargeting strategies. These users can still be targeted by geo (though not granular geo like lat-long or zip code) or context.