



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 framework for CCPA?

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

Are all TripleLift publishers sending the privacy string?

We expect continued adoption from publishers by the enforcement date of July 2020. If your DSP is a signatory to the IAB framework, it will be important to consider how you will respond in the event of no signal.

How will you handle user syncing?

TripleLift will consider user sync as "sale" of data and therefore will adhere to IAB CCPA Guidelines.

Per the IAB framework, is TripleLift considered a business, service provider, or third party in relation to the DSP?

TripleLift SSP and the DSP are each independent businesses under the CCPA Framework. Each party will become Limited Service Providers to a participating Publisher in the event we receive a Do Not Sell My Personal Information signal from a Publisher.

If a user opts out, how does TripleLift action off of that signal? i.e., what type of ad will render, or will there be no ad?

TripleLift does not control that. TripleLift will send along the bid request with the consent status to the DSP, and it is up to the DSP to interpret in their platform how to target.