



DAA AppChoices CCPA Opt Out Tool and User Flow

The DAA app-based CCPA Opt Out Tool will leverage the existing *AppChoices* platform, which already allows users to set opt outs for multiple companies on a particular Android/iOS device. We expect that companies already integrated with the existing *AppChoices* tool could achieve a successful integration with the new CCPA Opt Out Tool in a relatively short time frame.

The new app-based CCPA Opt Out Tool will reside as a dedicated user flow within the existing *AppChoices* platform. Participating companies must take certain steps in order to take advantage of its functionality on or after January 1, 2020.



The functional requirements participating companies must meet to successfully engage with the new tool include:

- The ability to support a *CCPA* “Do Not Sell” request for a particular user device, and to store the IDFA/AAID with the related opt out.
- A privacy policy URL containing any consumer-facing *CCPA* disclosures (which can be pulled directly from the existing *AppChoices* listing, unless otherwise specified).
- A link to the company’s website (which can be pulled directly from the existing *AppChoices* listing, unless otherwise specified).
- A description of the company, (which can be pulled directly from the existing *AppChoices* listing, unless otherwise specified).
- A company logo, (which can be pulled directly from the existing *AppChoices* listing, unless otherwise specified).



Endpoints:

For many companies currently integrated into AppChoices, the endpoint receiving the IDFA/AAID for opt out may look like this:

<https://optout.yourcompany.com/oba?adid=%id%>

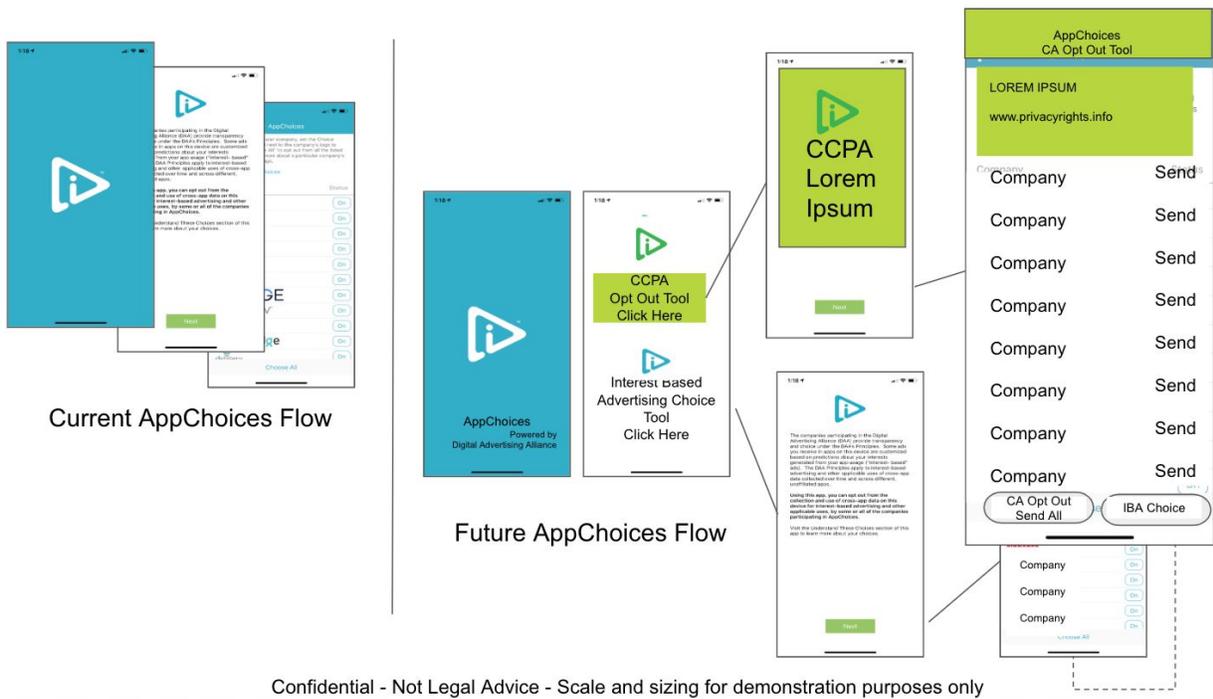
The new CCPA User Flow within AppChoices will provide an additional parameter at the end of the existing endpoint syntax to allow integrated companies to differentiate between IBA opt outs and CCPA requests. For a CCPA opt-out signal it will look like the following:

<https://optout.yourcompany.com/oba?adid=%id%&ccpa=1>

Companies may set up new endpoints specifically for the AppChoices CCPA Opt Out. Companies choosing not to differentiate between CCPA requests and IBA choices, can simply ignore the final parameter **&ccpa=1**.

- Designation of an authoritative contact for your company to address all integration issues in a timely fashion.
- Ability to support HTTPS for your endpoint no later than January 1, 2020 (this should be applied to the URL for IBA opt out and the CCPA User Flow).

New AppChoices CCPA User Flow Diagram



Confidential - Not Legal Advice - Scale and sizing for demonstration purposes only

FAQs

For companies already integrated with DAA AppChoices, does the CCPA User Flow and related Opt Out allow participating companies to distinguish the two signals?

Yes, participating companies may distinguish opt out requests received from existing AppChoices IBA opt out choices from opt out requests received from the AppChoices CCPA Opt Out Tool. Companies choosing to differentiate the signals may do so to maintain flexibility based on the final parameter of the Opt Out request.

At the same time, the DAA is seeking to make integrating with the AppChoices CCPA Opt Out Tool as simple as possible for participating companies. Companies that do not wish to differentiate Opt Out requests are not required to do so.

However, participating companies should keep the following in mind if they do not differentiate Opt Out requests:

- Participating companies that don't distinguish Opt Out requests will be responsible for interpreting requests from both sets of Opt Out tools in compliance with the CCPA and the existing DAA Principles.

Operationalizing a distinction between existing industry opt outs and the new AppChoices CCPA Opt Out Tool may be challenging, so if you have other suggestions about how integration might best be achieved by your or other participating companies, please let us know. We are happy to evaluate possible future changes to the functionality of the tool to accommodate different methods.

Will the AppChoices CCPA Opt-Out Tool support additional values in the signal? For example, whether or not disclosures were provided to the user?

The functionality of the AppChoices CCPA Opt-Out tool is currently limited to supporting an opt-out signal.

Is the AppChoices CCPA Opt-Out Tool an opt out across apps, or just for the specific app the user accessed the AppChoices CCPA Opt-Out tool from?

The AppChoices CCPA Opt-Out tool is designed to pass to participating companies a user's signal to opt out of "sales" across publishers' apps for that device. Publishers that sell personal information separately provide users with an opt out of "sales" by the publisher (i.e., an app-specific or publisher-specific opt-mechanism). Opt out signals received by third parties from

users through the AppChoices CCPA Opt-Out tool (cross-app) are separate and distinct from opt-out signals received by third parties from publishers (app-specific).

What if we have a new integration or have additional technical questions?

For new endpoint integration or if you have technical integration questions, please reach out to:
Jamie Monaco (DAA contact) jamie@aboutads.info