



December 12-17-19 Webinar Agenda

1. CCPA | Compliance & the Proposed CCPA Tools from DAA



DAA | Adaptive... Agile... Market-Ready



DAA Principles
Thousands of brands

WebChoices
130+ Companies
(English/Spanish)

AppChoices
40+ Companies
(English/Spanish)



Political Ads

Icon-Driven
Ad-Level
Transparency and
Accountability

January 1, 2020
Enforcement Date



Privacy Rights

Icon-Driven
Publisher/Brand/Digital
Property-Level
Transparency

Opt Out Tools
for "Sale"

CCPA | Coping with a New Law

CCPA

Important Notice: The CCPA is a new and novel area, which is subject to change and interpretation. The DAA is not providing legal advice or warranting that its offerings will ensure a business's compliance with law. The guidance released DAA is subject to the CCPA's requirements but offers tools for consumers to use to express an opt out from sale.

Practical Solutions: For Both Publishers & Third Parties

Starting in January 2020

Opt Out Tool

California consumers may use this Tool to send requests under the California Consumer Privacy Act (CCPA) for this browser to opt out of the sale of personal information by some or all of the participating companies.

Using this Tool, you can learn about the participating companies and their privacy practices. You can also send requests to opt out under the CCPA to some or all of these companies.

More information is coming soon. Watch this space!



When you see this green icon, you can click on it and learn about the California Consumer Protection Act (CCPA) and send opt-out requests.

www.PrivacyRights.Info

Engaged as a Community to Work Toward Practical Solutions

New DAA CCPA 'Do Not Sell' Opt-Out Centralized Tools for Consumers

**A Simple Yes/No to Two Questions Would Indicate
Whether or Not to Consider Participation in the DAA Tools**

Publisher "Sells" / "Third Party" Collects Personal Information	Yes?	No?
Publisher "Collects" and "Sells" "Personal Information"	X	
"Third Party" "Collects" and "Sells" "Personal Information"	X	

For Publishers (Site & App Owners)

CA Do Not Sell My Info



DAA can provide standard graphic file to ease/speed implementation.

Implementation Guidance For Publishers (Site & App Owners)

1. **Add** CA Do Not Sell My Info  **to the footer of your website/app settings**
2. **Link from** CA Do Not Sell My Info  **to your CCPA disclosures**
 - A. **PUBLISHER CHOICE** – If you “collect” & “sell” “PI”, include a publisher choice mechanism that allows users to opt out of your sale of that data.
 - B. **NOTICE** – If any third-party business collects information through your digital property and sells that PI, you should:
 - i. State the fact that third parties collect PI through your digital property for advertising and analytics purposes,
 - ii. Link to the DAA CCPA Opt Out Tools (accessible via <https://www.privacyrights.info/>), and
 - iii. Add a “flag” to your digital property to indicate the notice & opt out has been provided.

For Publishers (Site Owners)

Acme.com



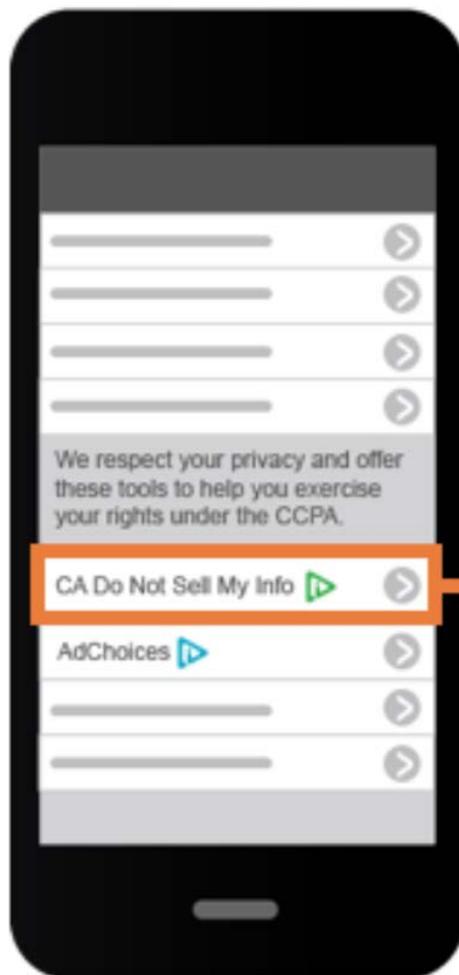
Link to a disclosure that provides CA-Specific Disclosures, Rights Descriptions, and Opt-outs.

CA Do Not Sell My Info 

IN SOURCE CODE:
Flag or equivalent
mechanism to that can
be read by Third
Parties indicating
explicit notice provided
to consumer.

For Publishers (App Owners)

IN APP CODE:
Flag or equivalent
mechanism to that can
be read by Third
Parties indicating
explicit notice provided
to consumer.



Link to a disclosure that provides CA-Specific Disclosures, Rights Descriptions, and Opt-outs.

For Site & App Owners: Creative Guidance for Privacy Rights Icon Use



CA Do Not Sell My Info 



Suggested Notice for Advertisers and Publishers

If you operate a website or application and a third-party business collect “personal information” through your digital property (website or app) and “sells” that personal information, you should:

- i. Include a link titled “CA Do Not Sell My Info ” on your digital property that, when clicked, takes consumers to a disclosure that includes the information described below.
- ii. State the fact that third parties collect personal information through your digital property for advertising and analytics purposes, as well as the categories of PI that may be collected.
- iii. Provide a link to the DAA CCPA Opt-Out Tools (<https://www.privacyrights.info/> or [optout.privacyrights.info](https://www.optout.privacyrights.info/)).

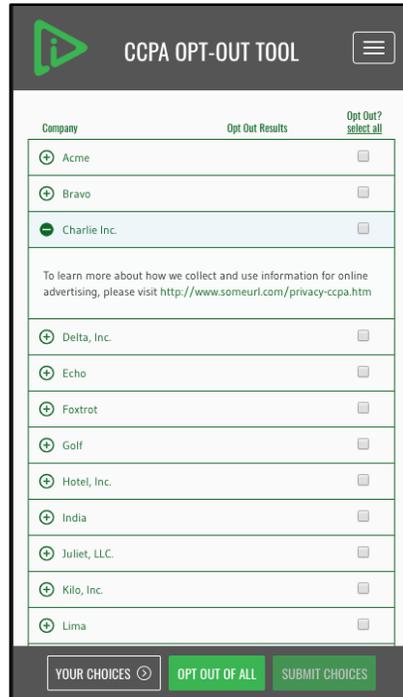
Publishers could include a statement similar to the following:

“Other businesses collect information when you interact with our digital property, including IP addresses, digital identifiers, information about your web browsing and app usage, and how you interact with our properties and ads in order to provide you with relevant ads across the Internet and for other analytics purposes, and may sell that information to other businesses for advertising and other purposes. By visiting here www.privacyrights.info or [optout.privacyrights.info](https://www.optout.privacyrights.info/), you can opt out from sales of this type of personal information by businesses that participate in the opt out tool. To make opt-out requests related to mobile apps on your device for businesses participating in the DAA’s CCPA App-based Opt-Out Tool, you can download the appropriate app at www.youradchoices.com/appchoices *

For Third Parties | Web & App Tools to Enable 'Do Not Sell' Opt-Outs

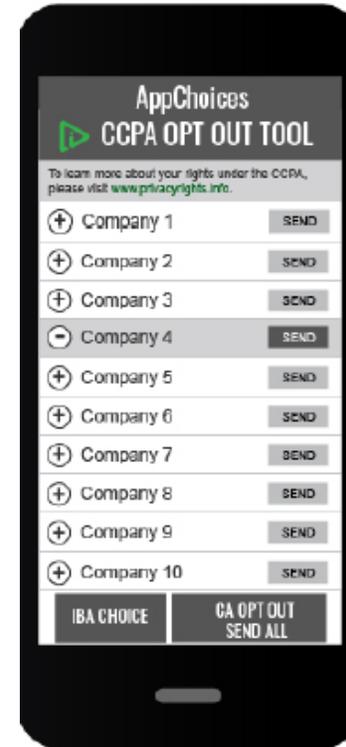
CA Do Not Sell My Info

- Consistent end-point integration architecture
- Trusted
- Well-understood tech
- Authoritative expression of opt out



Web-based
CCPA Opt Out Tool

optout.privacyrights.info



App-based
CCPA Opt Out Tool

iOS/Android

- Consistent end-point integration architecture
- Trusted
- Well-understood tech
- Authoritative expression of opt out

New DAA Tools: Similar in Look & Feel to WebChoices & AppChoices Tools

The following companies participate in the CCPA Opt Out Tool

Click the company name to find out more about a participating company. To opt out from one or more companies, check the box(es) in the "Select" column next to the company name(s), and then hit the "Submit your choices" button. You can also click the "Select all" at the top above the boxes to pre-check all the listed companies before you hit the "Submit" button.

Company	Opt Out? select all
+ Acme	<input type="checkbox"/>
+ Bravo	<input type="checkbox"/>
- Charlie Inc.	<input type="checkbox"/>
To learn more about your rights under the CCPA, please visit http://www.acompanyurl.com/privacy.htm	
+ Delta, Inc.	<input type="checkbox"/>
+ Echo	<input type="checkbox"/>
+ Foxtrot	<input type="checkbox"/>
+ Golf	<input type="checkbox"/>

[UNDERSTAND YOUR REQUESTS](#) [OPT OUT ALL](#) [SUBMIT YOUR REQUESTS](#)

Submitting your choices for all currently participating companies stores your opt out preferences in your browser. [Learn More.](#)

optout.PrivacyRights.info

New DAA CCPA Resources

<https://digitaladvertisingalliance.org/privacyrights>



Business Access to:

- **Privacy Rights Icon**
(License and Creative Specifications)
- **DAA Web-Based CCPA Opt Out Tool**
(Technical Specifications)
- **DAA App-Based CCPA Opt Out Tool**
(Technical Specifications)

Please reach out to:

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