

Managing GDPR consent with Verizon Media

GDPR affects many facets of a publisher's business, with advertising being one of the most complex.

To maximize the value of an audience, if publishers are relying on consent as their legal basis it's crucial that consent is gathered in a user friendly manner and passed on advertising partners using a reliable consent signal.

As one of the world's largest publishers, Verizon Media has taken a leadership role in shaping how the industry addresses consent. Verizon Media is a major contributor to and proponent of the IAB EU Transparency and Consent Framework. Verizon Media participated in the IAB OpenRTB group, responsible for incorporating GDPR compliance into the OpenRTB ecosystem. We've also developed a Consent Manager Provider (CMP) solution to manage the consent information for our 1B+ consumers around the world, which is available to our publisher clients as well.

Best Practices for Consent Compliance

From a technology perspective, the three most important pieces for managing consent are:

- 1** Update your sites and apps to include a consent capture interface; you'll want to do this for any properties with EU traffic*. Your users will interact with the UI to input their consent decisions under GDPR. Oath suggests that user consent may be the most appropriate legal basis for processing user data for most advertising purposes. However, some publishers may take the position of processing user data under a "legitimate interest" legal basis. In either scenario, the consent to process data must be secured not only for you as the data controller, but also for all of the vendors with which you interact, collect data (actual or prospectively) and any entity located in the European Union by physical location or URL.
- 2** This consent information will be stored by the CMP in the IAB format as a first-party cookie in their browser. It will be exposed via a standard JavaScript API for dissemination of this user's consent information to other parties who will potentially collect or process the user's personal data. At Verizon Media, we provide a UI with our CMP. The Verizon Media CMP can also be used in conjunction with any UI.
- 3** In order to share a user's consent signal with other vendors and downstream partners, the CMP must have an API with these consent parameters, including the list of vendors for whom consent was requested, and whether they achieved consent and for what purposes. In many cases, the CMP can auto-pass the consent signal to downstream partners such as ad tags, but in some cases publishers will need to make updates to their ad tags, players or pixels to add new consent parameters.

Verizon Media's Consent Manager Provider Solution

A Consent Manager Provider (CMP) records a user's data preferences (including how their data can be used and by whom), and synchronizes those preferences with integrated partner properties and products, in line with the IAB guidelines.

As a trusted technology partner to publishers around the globe, Verizon Media is offering this expertise and our very own CMP, free of charge, to our publisher clients.

How to get started

Implementing Verizon Media's CMP is simple, plus we offer a consent UI as part of our CMP solution. The UI is meant to be a reference implementation that publishers can download, customize and host on their own servers.

- 1 Add the Verizon Media CMP.JS script to your pages.**
- 2 Specify whether the pages are EU targeted or not.**
- 3 The consent signal can be retrieved from the CMP for population into the ad calls**
(though some cases may require appending the jurisdiction and consent string parameters to your ad tags).

Find the full [documentation](#)

Consent FAQs

How can my users see what information Verizon Media's CMP has captured?

Verizon Media's Privacy Dashboard enables consumers to view, download or request deletion of any data Verizon Media has collected and processed on their behalf, including data Verizon Media receives on behalf of our publisher partners. The Privacy Dashboard launched May 1, 2018.

How do I pass consent if I have a non-Verizon Media CMP or decide not to use a CMP (such as app developers who may not want to use the JavaScript based framework?)

Using Verizon Media's CMP is not required for passing consent to Verizon Media. Consent maybe passed in a variety of ways, such as Verizon Media directly calling the publisher via API, or passing consent via macros. Updates may be required, such as updating SDKs to GDPR compliant versions, or updating ad tags to include consent parameters.

Consent FAQs Cont...

How do I achieve consent for my approved vendors?

The IAB EU manages a global vendor list with around 3,500 vendors. Publishers can opt to use the full list or manage their own list of approved vendors. The format suggested by the IAB for maintaining this list is a JSON file, which will then be called by the Consent UI. The users' consent for these vendors (and purposes) will then be stored in the CMP.

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Do I still need a consent framework if my business is based outside the EU?

Any publisher who intends to process personal data collected from users in the EU must be GDPR compliant, which includes implementing a consent framework. This applies to non-EU publishers with any amount of EU traffic.*

*Unless you've opted not to collect or process personal data for EU users (deciding not to comply with GDPR). Those EU users that lack a consent string, will automatically be considered by Oath to be non-consenting for any use of data by any vendor or for any purpose. Although it may be possible to call downstream partners and attempt to monetize impressions without user data per GDPR, the value of these users is likely considerably lower.



For more information,
please contact your Verizon
Media representative.

