

# GDPR RTB Platform Updates



## About TCF 2.0

The IAB Europe Transparency & Consent Framework (TCF) gives the publishing and advertising industries a common structure to communicate consumer consent for the delivery of online advertising and content in compliance with the EU's GDPR and ePrivacy Directive.

To learn more:

- [IAB Europe Transparency and Consent Framework](#)
- [TCF v2.0 Fact Sheet – Vendors](#)
- [TCF v2.0 Recorded webinar - CMP & Vendors](#)

If you have questions or need more assistance, contact your Customer Success representative.

## Support for GDPR Specific Parameters

In response to IAB recommendations, PubMatic's publisher facing APIs now support GDPR specific parameters.

### Open RTB API for Publishers

Two new GDPR parameters have been added to Open RTB JSON:

- `regs.ext.gdpr`: Boolean value (0/1), indicates whether an impression requires GDPR compliance.
- `user.ext.consent`: String with an encoded/compressed consent object; for example, `consent="3FDF299BE572"`. The consent object contains a list of vendors who have consent along with the purpose.

### PubMatic's Proprietary Ad Server API for Publishers

Two new GDPR parameters have been added:

- `gdpr`: Boolean value (0/1), indicates whether an impression requires GDPR compliance.
- `gdpr_consent`: String with an encoded/compressed consent object; for example, `consent="3FDF299BE572"`. The consent object contains a list of vendors who have consent along with the purpose.

## Passing GDPR Parameters to DSPs

PubMatic passes GDPR-specific parameters to DSPs, as follows:

### Open RTB API

Two new GDPR parameters have been added to Open RTB JSON. The parameters differ slightly depending upon your version of Open RTB as follows.

#### Up to Version 2.2

- `user.ext.gdpr`: Boolean value (0/1), indicates whether an impression requires GDPR compliance.
- `user.ext.consent`: String with an encoded/compressed consent object; for example, `consent="3FDF299BE572"`. The consent object contains a list of vendors who have consent along with the purpose.

#### Versions 2.3 to 2.5

- `Regs.ext.gdpr`: Boolean value (0/1), indicates whether an impression requires GDPR compliance.
- `user.ext.consent`: String with an encoded/compressed consent object; for example, `consent="3FDF299BE572"`. The consent object contains a list of vendors who have consent along with the purpose.

### PubMatic's Proprietary RTB APIs for DSPs

Two new GDPR parameters have been added:

- `gdpr`: Boolean value (0/1), indicates whether an impression requires GDPR compliance.
- `consent`: String with an encoded/compressed consent object; for example, `consent="3FDF299BE572"`. The consent object contains a list of vendors who have consent along with the purpose.

## Passing GDPR parameters for Google Open Bidding publishers

Google Open Bidding follows a slightly different standard for GDPR parameters. PubMatic receives GDPR specific parameters from Google EB and passes them unchanged to DSPs.

The two EB parameters passed are:

- `Regs.ext.gdpr`: Boolean value (0/1) indicating if GDPR compliance is required for the impression.
- `User.ext.consented_providers_settings.consented_providers`: Set of IDs corresponding to providers for whom the publisher has told Google that its EEA (European Economic Area), users have consented to the use of their personal data for ad personalization. Google's Ad Exchange Help Documentation site posts a [mapping of provider ID-to-provider name](#).

Example Google EB parameter that would be passed to DSPs:

```
{
  "user": {
    "ext": {
      "consented_providers_settings":
        { "consented_providers": [123, 456] }
    },
  },
  "regs": {
    "ext":
      { "gdpr": true }
  }
}
```

## Changes in User Sync Process for GDPR Compliance

For EEA users, sync with DSPs happens only when both PubMatic and the DSP have user consent. The URL to initiate user sync with DSPs uses the two parameters below:

- `gdpr`: Boolean value (0/1) indicating if GDPR compliance is required for the impression.
- `gdpr_consent`: String with an encoded/compressed consent object; for example, `consent="3FDF299BE572"`. The consent object contains a list of vendors who have consent along with the purpose.



For DSP initiated sync, again, the sync occurs only when PubMatic and DSPs *both* have EEA user consent.