DAA's YourAdChoices (Token ID-Based Opt-Out/Consent Revocation) Tool
Market Guidance

2023 Update:
Includes Support for:
- Categories, and
- Hashed Phone Numbers

The Digital Advertising Alliance ("DAA") is providing an updated opt-out tool to participating companies as an additional[1] way to effectuate consumer opt-outs, or revocations of prior consent. When the tool was originally launched it only surfaced a consumer UI for requesting an opt out/revocation related to a hashed email identifier. The tool's new updates include support for integrated companies to receive requests for opt out/revocation of use of a hashed phone number related to certain digital advertising activity, and/or requests for customization of advertising interest categories.

For companies that use "tokens" (sometimes referred to as "hashed" email address and/or hashed phone numbers) as an identifier for their digital advertising services, the updated opt-out/consent revocation tool will be one way that a consumer can request to opt-out or withdraw consent to Online Behavioral Advertising ("OBA") (also known as Interest-Based Advertising ("IBA")). The opt-out/consent revocation would apply to participating companies that engage in such advertising using an email and/or phone-based token consistent with the DAA Self-Regulatory Principles and Guidance.

Like cookies, tokens are a technical mechanism used in the digital advertising ecosystem to enable relevant advertising to the right audiences. As it has done in the decade-plus since it first established the Self-Regulatory Principles and later WebChoices and AppChoices, the DAA continues to update and offer the tools required for consumers to have meaningful transparency and control for the collection, use, and transfer of data about their digital activity for IBA purposes. By integrating in and participating in the new tool, companies can help to reinforce with consumers (and companies' own business partners) that the participating company is committed to user privacy and transparency.

By submitting their email address and/or phone number through the DAA tool, consumers will be able to opt-out or revoke consent for the use of their email address or phone number as a token for IBA by participating companies for DAA-covered advertising purposes. Similar to the approach taken for DAA choice mechanisms already in the market, companies may continue to use tokenized emails and phone numbers for the purposes listed in the DAA Principles purpose limitations. Importantly, as prior DAA Guidance made clear, an opt-out through this tool applies

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[1] This tool complements the DAA WebChoices and AppChoices tools

to the collection, use, and transfer of data related to the email address and/or phone number submitted by the consumer for IBA purposes. However, that also means that an opt-out/revocation does not apply to the email and/or phone-based tokens used for non-IBA purposes, nor does it apply to other identifiers like cookies. Consumers can separately opt-out of other identifiers through the traditional WebChoices and AppChoices platforms.

Now, also integrated into the **YourAdChoices (Token -ID- Based Opt-Out/Consent Revocation)** user flow is the ability to surface categories[2] of interest among consumers. This category list can help demystify the digital advertising industry, give consumers additional granular control, and align to government stakeholders' growing calls for greater transparency and control. Upon visiting the "Customize your Choices" mechanism hosted by the DAA, a list of categories will be displayed to the consumer. The list is purposefully simplified from standard industry audience taxonomies to apply to a broad range of interests. This simplified list of categories will be made available in JSON format at all times to integrated companies for reference and to simplify automation.

This new Customize your Choice user flow will allow integrated companies to receive a signal from the consumer about which categories of interests he/she has or wishes to limit. The category tool uses the same API as the token tool. Integrated companies can expect to receive an identifier (idt), an action (action), and a string of preferences (pref). These parameters are discussed more below.

It is acknowledged that category-level preference selection is still a maturing pursuit as part of a longer-term effort to provide transparency and consumer control. To this end, the category-level preferences will initially be offered to consumers on a "best-effort-basis" as companies work, over time, to implement systemized ways to be responsive to these consumer preference signals.

The updated tool will effectively have two user flows:
- Opt-Out/Consent Revocation
    - Includes hashed email, hashed phone number
    - Relates only to opt out, revoke actions

- Customize your Choices
    - Includes hashed email, hashed phone number
    - Relates only to categories of interest

DAA constantly monitors the digital advertising ecosystem and strives to provide companies and consumers with effective tools for transparency and choice. With the implementation of the updated opt-out tool features, DAA continues that tradition.

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[2] The list of categories is derived in large part from the work of IAB Tech Lab's Taxonomy project to assist companies in using a standardized set of definitions and user segments.

DAA's YourAdChoices
Token ID-Based Opt-Out/Consent Revocation
and
Customize your Choices
Tool
Integration Instructions (Updated 3/2023)
(Please note that this single implementation allows for integration onto *both* the app-based and web-based tool.)

Sample URL for **all User Flows**:
https://subdomain.company.com/pr.png?**action=%action&idt=%idt**&md5=%md5-ID&sha1=%sha1-ID&sha256=%sha256-ID&sha512=%sha512-ID&**pref=%prefString**

Sample URL Received by Integrated Company from **Opt-Out/Revocation** user flow:
https://subdomain.company.com/pr.png?**<u>action</u>**=opt-out&**<u>idt</u>**=phone&md5=38b887b1c91bf4941c432d5ebe25f402&pref=null

Sample URL Received by Integrated Company from **Customize your Choices** user flow:
https://subdomain.company.com/pr.png?**<u>action</u>**=prefString&**<u>idt</u>**=email&md5=38b887b1c91bf4941c432d5ebe25f402&**pref**=[STRING_HERE]

Here are the three (3) parameters that will be needed:
1. action
   a. For the opt-out/revoke user flow, the action parameter should be set to opt-out, indicating to companies that the consumer is opting out of interest-based advertising.
      i. Example: action=opt-out (default)
   b. In the future, it can be set to opt-in, revoke, and/or other actions.
      i. Example: action=revoke
   c. For the Customize your Choices user flow, the action parameter should be set to "prefString," indicating that companies should read the preference string (pref) to see the consumer's category preferences requests.
      i. Example: action=prefString
   d. This parameter is already in use via DAA's AppChoices integration and is being repurposed for this token integration.
2. idt
   a. idt stands for identifier type
   b. Currently set by default to email.
      i. Example: idt=email

 c. In early 2023, the tool will support email and phone. idt will let participating companies know which identifier the consumer is sending.

  i. Example: idt=phone

 d. In the future, it can be used to set other identifier types.

3. pref

 a. pref stands for Preference String

 b. It will be used to set consumer requested category preferences.

 c. Set to null under the opt-out/revoke user flow.

  i. Example: pref=null

 d. The prefString parameter is positional and will hold one of three values in each of its positions

  i. The position of these category preferences will be available any time and in real time at the JSON file: https://www.digitaladvertisingalliance.net/categories.json.

  ii. **Sample category list**

  iii. The following table is included to give a sense of the initial preference categories for the specification. Please note, this list is just an initial sample.

Category ID	Category name
1	Automotive
2	Careers
3	Community & Culture
…	…

 e. The consumer's advertising preference(s) will consist of one of the following states:

  i. Limit/Opt-out interest category

   1. Value = 0

  ii. Do not Limit/Opt-in interest category

   1. Value = 1

  iii. No preference (the default state; no category is selected)

   1. Value = –

 f. Individual companies' algorithms/processes may determine exact details of preferences.

 g. If companies are unable to apply a consumer's advertising preferences, they may apply as an opt out all.

Currently, AppChoices produces the following example syntax for opted-out identifiers (IDFA/GAID):

https://subdomain.company.com/pr.png?action=opt-out&idfa=%adid

To make implementation as straightforward as possible, we will be using similar syntax for the new feature. Companies can expect that 'example@example.com' would be presented in a sample MD5 format such as below for effectuating an opt out or revoking consent:

https://subdomain.company.com/pr.png?**action**=opt-out&**idt**={email/phone/etc}&[**email/phone**]=38b887b1c91bf4941c432d5ebe25f402&pref=null

Opt-Out/Revoke Examples - Email IDT

GET Example:
URL:
https://subdomain.company.com/pr.png?action={opt-out}&idt=**email**&md5=%md5-ID&sha1=%sha1-ID&sha256=%sha256-ID&sha512=%sha512-ID&pref=%prefString

***POST** Example:
URL: https://subdomain.company.com/pr.png?action=%action&idt=**email**

Post body:
{
"md5" : "%md5-ID",
"sha1" : "%sha1-ID",
"sha256" : "%sha256-ID",
"sha512" : "%sha512-IID"
"pref" : "%prefString"
}

Opt-Out/Revoke Examples - Phone IDT

GET Example:
URL:
https://subdomain.company.com/pr.png?action={**opt-out**}&idt=**phone**&md5=%md5-ID&sha1=%sha1-ID&sha256=%sha256-ID&sha512=%sha512-ID&pref=**%prefString**

*POST Example:
URL: https://subdomain.company.com/pr.png?action={**opt-out**}&idt=**phone**

Post body:
```
{
"md5" : "%md5-ID",
"sha1" : "%sha1-ID",
"sha256" : "%sha256-ID",
"sha512" : "%sha512-ID"
"pref" : "%prefString"
}
```

Customize your Choices Examples - Email IDT

GET Example:
URL:
https://subdomain.company.com/pr.png?action={**prefString/prefString**}&idt=**email**&md5=%md5-ID&sha1=%sha1-ID&sha256=%sha256-ID&sha512=%sha512-ID&pref=**%prefString**

*POST Example:
URL:
https://subdomain.company.com/pr.png?action={**prefString/prefString**}&idt=**email**

Post body:
```
{
"md5" : "%md5-ID",
"sha1" : "%sha1-ID",
"sha256" : "%sha256-ID",
"sha512" : "%sha512-ID"
"pref" : "%prefString"
}
```

Customize your Choices Examples - Phone IDT

GET Example:
URL:
https://subdomain.company.com/pr.png?action={**prefString/prefString**}&idt=**phone**&md5=%md5-ID&sha1=%sha1-ID&sha256=%sha256-ID&sha512=%sha512-ID&pref=**%prefString**

***POST** Example:
URL:
https://subdomain.company.com/pr.png?action={**prefString/prefString**}&idt=**phone**

Post body:
{
"md5" : "%md5-ID",
"sha1" : "%sha1-ID",
"sha256" : "%sha256-ID",
"sha512" : "%sha512-ID"
"pref" : "**%prefString**"
}

* If an addition to the basic POST headers list is required, companies must provide the data to DAA in a standard format.

Please utilize the following standard format if you wish to add authentication credentials to the basic POST headers list:

<headers>x-api-key=AAAAAAAAAAAAAAA0000000000000000</headers>

<u>Please Note:</u>

- **<u>ALL COMPANY END POINTS MUST BE HTTPS</u>**

- **<u>The YourAdChoices Token Tool will support MD5, SHA1, SHA256, SHA512 out of the box, please let us know of any additional for your company</u>**

- **<u>NO CLEAR TEXT EMAILS/PHONE NUMBERS WILL BE TRANSFERRED</u>**

- **<u>Phone number identifiers will be sent as a ten character string, which will then be hashed.</u>**

- **<u>DAA ID TYPE (idt) CURRENTLY CAN BE SET EQUAL TO EITHER EMAIL (email) and/OR PHONE (phone). IN FUTURE, THIS CAN BE SET TO NEW ID TYPES AS THEY BECOME AVAILABLE IN THE MARKET, FOR EXAMPLE, FUTURE TYPES COULD BE: ADDRESS, AMI, ETC.</u>**

- **<u>DAA PREFERENCE STRING (pref) IS CURRENTLY OFFERED TO CONSUMERS ON A "BEST-EFFORT-BASIS" AS COMPANIES ADJUST TO THE NEW FEATURE. IT WILL BE PASSED WITH A NULL VALUE IN THE CHOICES USER FLOW.</u>**

- **<u>IF A CONSUMER REVISITS THE DAA PREFERENCES TOOL, THE CONSUMER'S MOST RECENT CHOICES MAY OVERRULE THEIR PREVIOUS SUBMISSION(S).</u>**

Please contact Jamie Monaco, DAA's Manager of Products, for more information on DAA's YourAdChoices Token ID-Based Choices feature.

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and
Customize your Choices
) Tool

Security Overview

With the introduction of user-provided tokens as a form of identification for opt-out/consent revocation and customization of advertising interests, we have provided this summary of security features to respond to common questions related to integration. DAA supports the below technologies and policy features as a way to provide integration partners confidence about receiving user provided token-based requests[3].

Back-end Security Features:
- All end points must be https
- No clear-text emails or phone numbers will be sent or made available[4]
- All user-inputted emails will go through a conversion to lowercase before any hashing
- DAA will support the following hashes "out of the box":
  - MD5, SHA1, SHA256, SHA512
  - Other hashing and/or salting procedures may be supported and should be discussed at on-boarding
- DAA supports and strongly recommends authentication (via api key) at the integration partners' end points
- Integration partners' end points will only be used by DAA for passing opt out/revocation and customization requests.
- DAA will not store user-provided inputs for more than 30 days for operational reasons
- DAA requires partners to use end-to-end SSL when obtaining tokens
- DAA will use a throttling system to limit any automated scripting.
- Integration partners can leverage volume indicators to prevent machine generated submissions from sending fraudulent bulk opt out requests to the endpoints.

Front-end Security Features:
- Access to the token tool (web or app) is anticipated to follow standard AdChoices user flow
- Users must select the Token-ID Based Choices user flow (this is not a default)
- For the Opt-Out/Revoke user flow, users must manually:

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[3] Additional and/or different security technologies and/or policy features may be deployed as new identifier types emerge or to meet market realities.
[4] Exceptions can be made in cases where appropriate and reasonable security mitigations have been implemented. This will need to be documented at onboarding.

- ○ Select the "Control IBA" button.
- ○ Select any or all of the companies to which they intend to send requests,
- ○ Input their email address or phone number.
  - ● Successfully pass a captcha test, and
  - ● Verify email address or phone via another means, for example:
    - ○ Via a One Time Password or
    - ○ Via a Verification link
- ○ Restart the company selection and input of email and/or phone for any additional email addresses and phone numbers.
  - ■ DAA does not allow multiple identifiers to be inputted at once

- ● OR, for the Customize your Choices User Flow
  - ○ Users must select the "Customize Preferences" button.
  - ○ Users must select the Categories of which they wish to limit/not limit.
  - ○ Input their email address or phone number.
    - ■ Successfully pass a captcha test, and
    - ■ Verify email address or phone via another means, for example:
      - ● Via a One Time Password or
      - ● Via a Verification link
  - ○ Restart the Category selection and input of email or phone for any additional email addresses and phone numbers.
    - ■ DAA does not allow multiple identifiers to be inputted at once.