IAB EUROPE TOWN HALL

IAB TechLab Technical
Specifications Release for
the Ads Transparency
Solution Approach

11th December 2023
17.00 CET

iabeurope.eu

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Ninon Vagner
Privacy Director
IAB Europe

AGENDA

1. Presentation of the solution approach proposed by IAB Europe and the ongoing collaborative work between IAB TechLab and IAB Europe, **IAB Europe** (10 min)

2. Detailed walkthrough of the technical specifications provided by **IAB TechLab** representatives (15 min).

3. Interplay with the **EDAA** programme, EDAA (10 min).

4. Addressing Frequently Asked Questions (5 mins)

5. **Q&A** section (30 min)

Solution approach proposed by IAB Europe and the ongoing collaborative work between IAB Tech Lab and IAB Europe
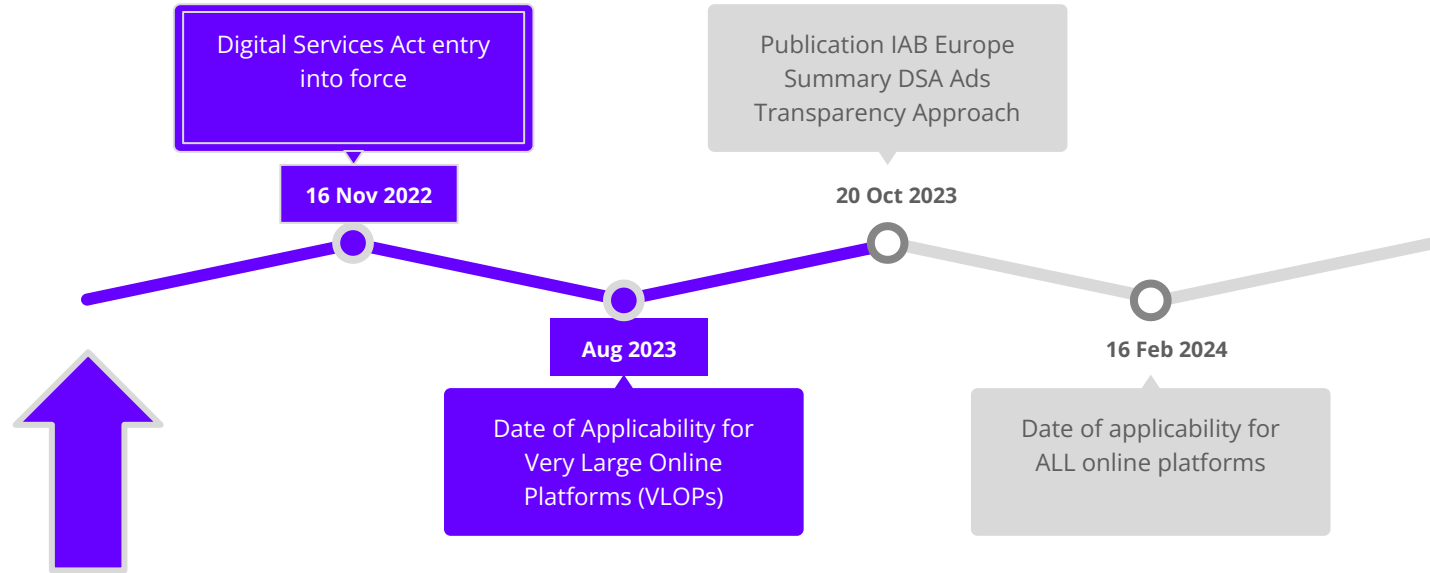
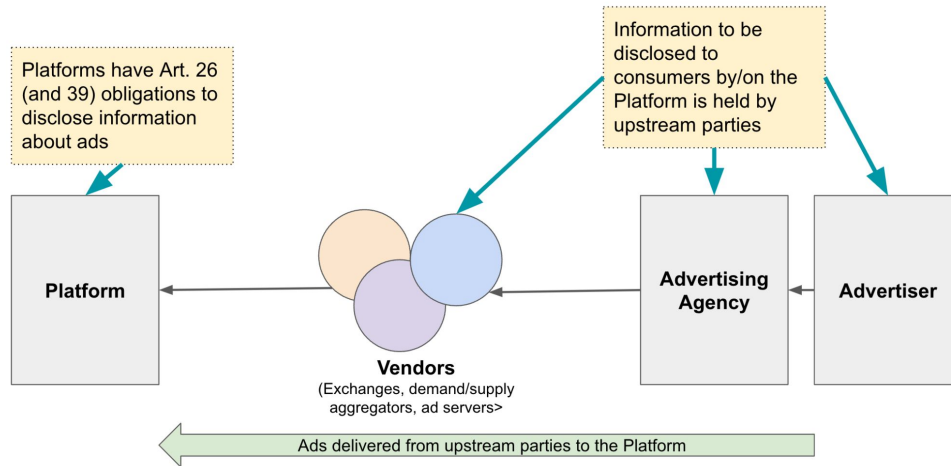**David Wainberg**
Founder, PrivacyWise
&
IAB Europe DSA Task Force

Jennifer Derke Norwood
Consultant, PrivacyWise
&
IAB Europe DSA Task Force

iabeurope.eu

INTRODUCTION - IAB EUROPE DSA TASKFORCE

Digital Services Act entry into force

Publication IAB Europe Summary DSA Ads Transparency Approach

16 Nov 2022

20 Oct 2023

Aug 2023

16 Feb 2024

Date of Applicability for Very Large Online Platforms (VLOPs)

Date of applicability for ALL online platforms

Summer 2022 - Start of work of the IAB Europe DSA Taskforce

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DSA Transparency Needs

Platforms have Art. 26 (and 39) obligations to disclose information about ads

Information to be disclosed to consumers by/on the Platform is held by upstream parties

Platform

Vendors
(Exchanges, demand/supply aggregators, ad servers>

Advertising Agency

Advertiser

Ads delivered from upstream parties to the Platform

- DSA Art. 26 requires Online Platforms to make certain disclosures about ads

- Information is in the hands of intermediaries, not the Platforms

- Required information includes "parameters" for selecting the ad

- Communication between parties is necessary to facilitate compliance

- No standarisation = friction and confusion in the market

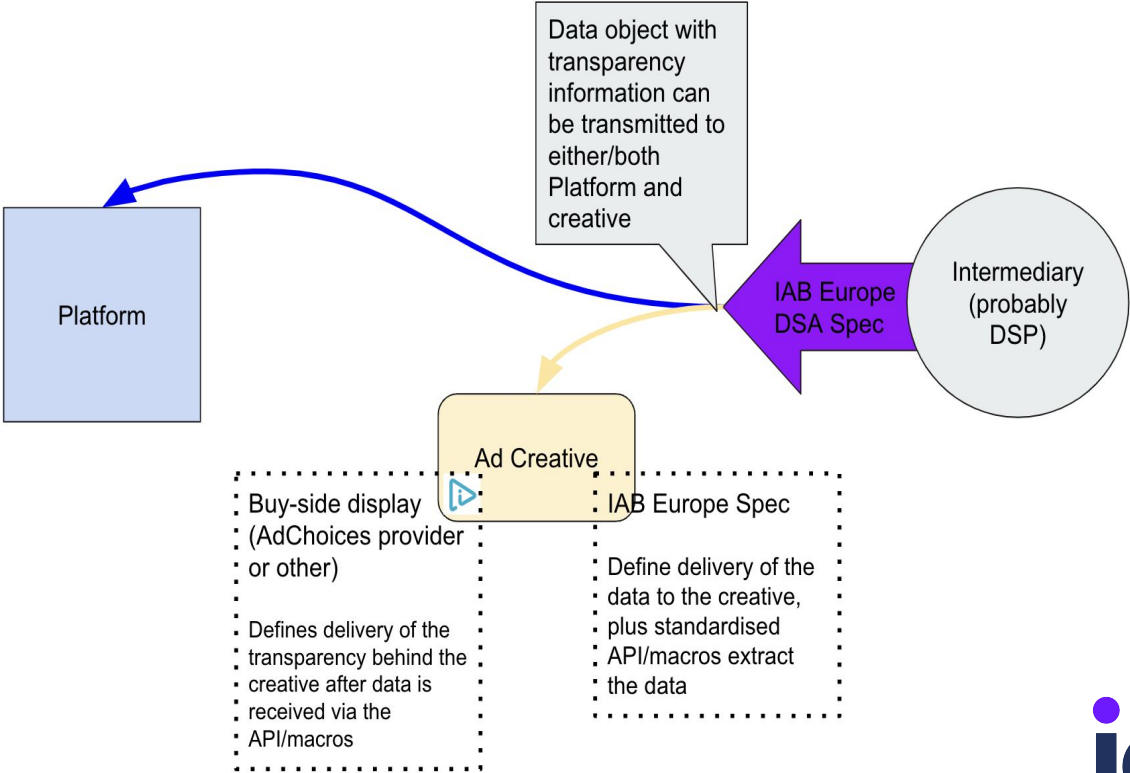iab.europe

Solution Product Requirements

Delivering DSA Transparency to consumers requires the cooperation of the supply chain vendors to a) support Online Platform's flexibility of rendering (e.g. in-ad, or on-webpage) and b) identify the DSA Transparency information.

1. An intermediary must know when DSA applies to an impression in order to provide DSA Transparency information to the Platform.
2. An Online Platform has the option to delegate the rendering of DSA transparency disclosure to intermediary partners (e.g. to render in-ad). Online Platforms should have a mechanism to indicate this need to the intermediary partners.
3. An Online Platform should receive confirmation that the intermediary partner will render DSA transparency information.
4. An Online Platform can request DSA Transparency information from their intermediary partners including a) whose behalf an ad was served, b) who paid for the ad, and c) what types of user-targeting-parameters were applied.

Transport Optionality

Example:

DSA information can flow through RTB pathways and/or into the creative for display behind an icon

Data object with transparency information can be transmitted to either/both Platform and creative

Platform

IAB Europe DSA Spec

Intermediary (probably DSP)

Ad Creative

Buy-side display (AdChoices provider or other)

Defines delivery of the transparency behind the creative after data is received via the API/macros

IAB Europe Spec

Define delivery of the data to the creative, plus standardised API/macros extract the data

Status and Workstreams

Today	Soon
Product, Legal, and Operations implementation preparations	Implement & Deploy

Summary Doc + Draft Spec

Published Spec

Product

- Develop **product requirements**

- For Platforms: **will we make the disclosures** or delegate?

- How to **collect advertiser information?**

- How to **categorize targeting** into the 3 parameters

Legal

- Publishers: **are you a Platform?**

- Platforms: **will we make the disclosures** or delegate?

- **New legal terms**?

- Do we have **parameters to disclose**?

- **Draft disclosures**

Operational

- **Getting new DSA-specific advertiser info** from advertisers/agencies at campaign setup

- **Coordinate with partners** to plan implementation; obligations for data transport or rendering

- **Write code against finalized tech specs and deploy with partners**

- **Launch user-facing disclosures**

Walkthrough of the technical specifications provided by IAB Tech Lab

Rowena Lam
Sr. Director, Privacy & Data
IAB Tech Lab

DSA User Parameter List

User Parameter ID	User Parameter	Definition
1	Profiling	Information about the user, collected and used across contexts, that is about the user's activity, interests, demographic information, or other characteristics.
2	Basic advertising	Use of real-time information about the context in which the ad will be shown, to show the ad, including information about the content and the device, such as: device type and capabilities, user agent, URL, IP address, non-precise geolocation data. Additionally, use of basic cross-context information not based on user behavior or user characteristics, for uses such as frequency capping, sequencing, brand safety, anti-fraud.
3	Precise geolocation	The precise real-time geolocation of the user, i.e. GPS coordinates within 500 meter radius precision.

Bid Request in OpenRTB

- **dsainfo** – signals if the bid request belongs to an Online Platform/VLOP, such that a buyer should respond with DSA Transparency information based on the pubrender value.

- **pubrender** - signal if the publisher is able to and intends to render the icon and display the DSA transparency info to the end user.

- **datatopub** – independent of the pubrender value, signal to indicate if the publisher needs the transparency data for audit purposes.

- **transparency** – the array of domain of entities that applied user parameters and those enumerated user parameters.

```
"regs": {
        "ext": [{
                "dsa": [{
                        "dsainfo": 3,
                        "pubrender": 0,
                        "datatopub": 2,
                        "transparency": [{
                                "domain": "platform1domain.com",
                                "params":[1]},
                                {
                                "domain": "SSP2domain.com",
                                "params":[1,2]
                                }]
                }]
        }]
}
```

Bid Response in OpenRTB

- **behalf** – free text string of the name of whose behalf the the ad is displayed.

- **paid** – free text string of who paid for the ad.

- **transparency** – the array of domain of entities that applied user parameters and those enumerated user parameters.

- **adrender** – indicates whether the buyer/advertiser will render their own DSA information in the creative.

```json
"bid": [{
        "id": "1",
        "nurl": "http://adserver.com/winnotice?impid=102",
        "iurl": "http://adserver.com/pathtosampleimage",
        "adomain": [
                    "advertiserdomain.com"
        ],
        "ext": [{
                    "dsa": [{
                                "behalf": "Advertiser",
                                "paid": "Advertiser",
                                "transparency": {
                                            "domain": "dsp1domain.com",
                                            "params": [1,2]
                                },
                                "adrender": 1
                    }]
        }]
}]
```

URL Parameters and Macros

URL Parameter	Corresponding Macro	Representation in URL
`dsainfo`	`DSAINFO`	&dsainfo=${DSAINFO}
`dsabehalf`	`DSABEHALF`	&dsabehalf=${DSABEHALF}
`dsapaid`	`DSAPAID`	&dsapaid=${DSAPAID}
`dsaparams`	`DSAPARAMS`	&dsaparams=${DSAPARAMS}

Interplay with the EDAA programme

Ionel Naftanaila
Director of Programme Development
EDAA

About EDAA

- Broad industry coalition founded in 2012

- Members: the most important advertising industry associations in Brussels (advertisers, agencies, advertising intermediaries, direct marketers, publishers and digital media)

- Participants: members of the above organisations

- Main tools: AdChoices Icon, youronlinechoices.eu, EDAA Trust Seal

Role of the Icon

[...] for **each specific advertisement presented to each individual recipient**, the recipients of the service are able to **identify, in a clear, concise and unambiguous manner and in real time**, the following:

(a) that the information **is an advertisement**, including through prominent **markings** [...];

(b) the natural or legal person on whose behalf the advertisement is presented;

(c) the natural or legal person who paid for the advertisement [...];

(d) meaningful **information directly and easily accessible from the advertisement** about the main parameters used to determine the recipient to whom the advertisement is presented and, where applicable, about how to change those parameters.

AdChoices ▷

Role of the EDAA tools

- AdChoices **Icon**: the entry point for ad-level DSA transparency disclosures

- **youronlinechoices**.eu - one of the available options for choice

- The EDAA **certification** - includes DSA-related checks

- EDAA Programme **enforcement** - together with EASA:
  - address consumer queries
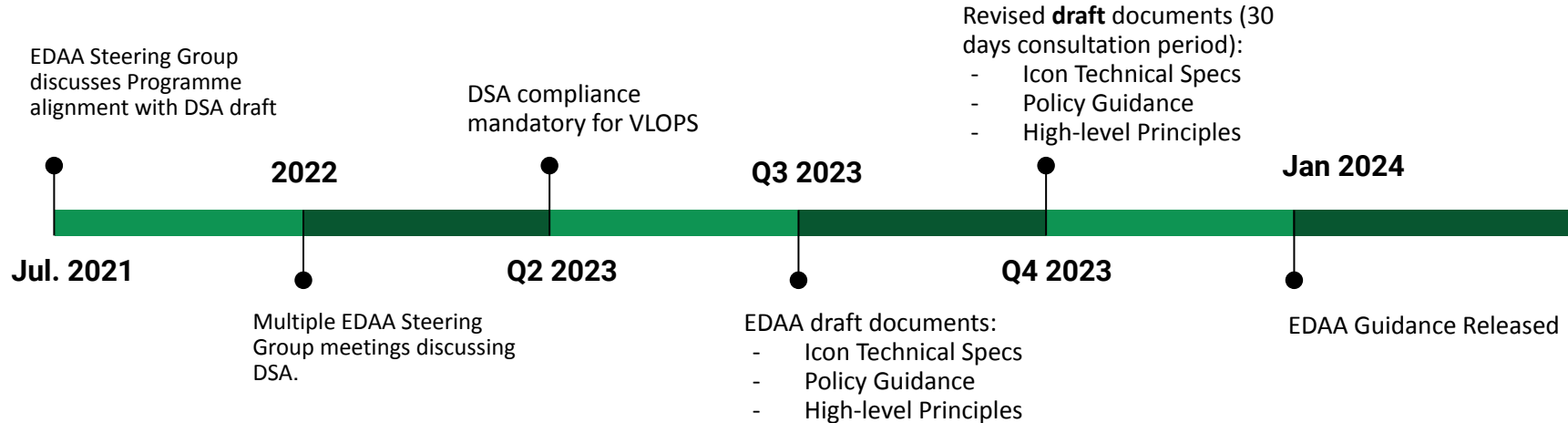 - bring non-participating players into the Programme

Foundation: the Ads Transparency Solution Specification

Status & Next Steps

EDAA Steering Group discusses Programme alignment with DSA draft

DSA compliance mandatory for VLOPS

Revised **draft** documents (30 days consultation period):
- Icon Technical Specs
- Policy Guidance
- High-level Principles

2022

Q3 2023

Jan 2024

Jul. 2021

Q2 2023

Q4 2023

Multiple EDAA Steering Group meetings discussing DSA.

EDAA draft documents:
- Icon Technical Specs
- Policy Guidance
- High-level Principles

EDAA Guidance Released

In a nutshell…

- IAB Europe / TechLab protocol is the mechanism of choice for information transport

- AdChoices Icon is the "prominent marking" of choice for information disclosure

- YOC can act as an existing alternative for consumer choice

- EDAA is releasing guidance around using the Icon and the consumer-facing aspects

- **All platforms will need to be compliant** in February 2024.

- Anyone who acts as the "final" link in the supply chain should **get on board** in order to

  be able to deliver ads on Platforms:

  - Engage with TechLab regarding the technical transport protocol, and build against it

  - Engage with EDAA regarding the AdChoices Icon and Programme participation

Frequently Asked Questions

Frequently Asked Questions

- What are the subsequent steps post the release of technical specifications?

- Is the solution approach finalized or subject to further modifications?

- Who can submit comments, and what is the process for submitting technical specification feedback?

Q&A

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THANK YOU

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