



CCPA COMPLIANCE OPTIONS FOR PUBLISHERS

WHAT IS CALIFORNIA CONSUMER PRIVACY ACT (CCPA)?

The California Consumer Privacy Act (CCPA) is intended to enhance privacy rights and consumer protection for residents of California, United States (we expect other states to follow). It provides consumers the ability to opt-out, the right to ask advertisers to disclose what data they possess on the user, and to request deletion.

WHAT DOES CCPA REQUIRE?

Unlike GDPR there is no opt-in notice required. This means that consent management platforms (CMPs) are not the prevailing solution for CCPA. The law requires that consumers from California have:

- 1) The right to opt-out of “sales” of their personal information
- 2) The right to access what information has been collected on them
- 3) The right to have their data deleted.

WHAT DO PUBLISHERS NEED TO DO?

Publishers will need to make their own determination on whether CCPA applies in their situation. Regardless of the publishers assessment of its status under CCPA, Rakuten Marketing has made the determination that it qualifies as a business that collects information that may be sold to third parties.

As such, Rakuten Marketing is required to provide explicit notice and an opportunity to opt-out at or before the point of data collection. This means that a California resident needs to be presented with explicit notice and an opportunity to opt-out of Rakuten Marketing tracking. This needs to be placed on the page that the publisher places Rakuten Marketing provided tracking.

Starting on January 1, 2020, Rakuten Marketing will require that publishers implement a privacy rights link to a page that provides the necessary disclosures and the opt-out. This will be provided by Rakuten Marketing. (see attached mockup, below)

In addition, if a publisher has implemented Rakuten Marketing tracking pixels, we will require that the publisher also send signals indicating the consumer’s opt-out status consistent with [the IAB Signals Framework](#).

The publisher will be relieved of this obligation if it can demonstrate that it is geo-blocking California-based traffic or otherwise suppressing California-based traffic from Rakuten Marketing processes.

CCPA Compliance Options for Publishers

PUBLISHER ROLLOUT AND ENFORCEMENT

CCPA laws will go into affect on January 1, 2020 with enforcement beginning July 1, 2020. Given this timeline, the Rakuten Marketing Network Quality team will begin auditing implementation in Q1 2020. Failure to meet compliance requirements may result in:

- Suspension of payments for Publishers with California user transactions.
- Potential termination of Publisher relationship.

PUBLISHERS HAVE THREE OPTIONS CCPA COMPLIANCE

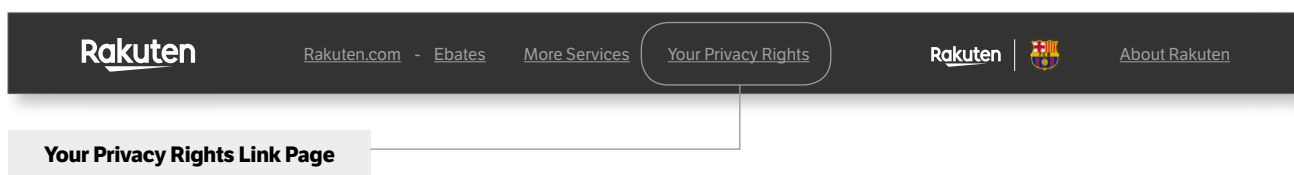
Option 1: Affiliate Link Opt-Out Signals (Preferred Option)

Include a link to your company privacy policy on each page of your website; your company privacy policy must reference Rakuten Marketing's data collection as well as a link to the Rakuten Marketing privacy policy.

SAMPLE LANGUAGE: "We partner with Rakuten Marketing, who may collect personal information when you interact with our site. The collection and use of this information is subject to the privacy policy located here."

Publishers must also collect an opt-out signal from the consumer and pass consent information to Rakuten Marketing using the consent parameter "cnst." Instructions are available in the [Help Center](#).

Mockup of Privacy Rights Link & Page



Option 2: CMP Integration

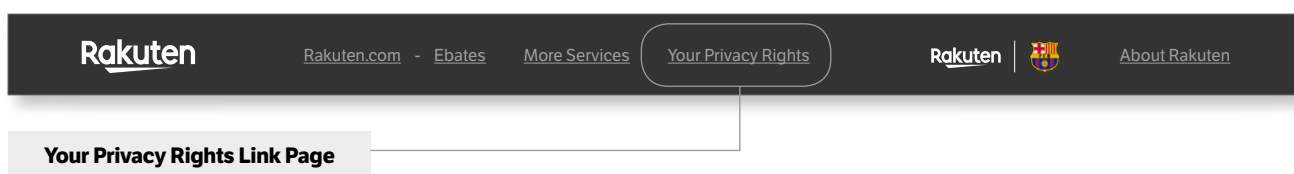
If you are already using a consent management platform (CMP) for GDPR, there may be integration opportunities with your existing tool, depending on your CMP. You can contact the publisher support team at uspubsupport@rakuten.com to determine if there are integration opportunities with your existing CMP tool.

Option 3: Rakuten Marketing Disclosure and Opt-Out Link

Include a "Your Privacy Rights" link on each page of your website, which directs to a page that provides the following disclosure:

"The below companies may collect personal 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 for a variety of purpose, such as personalization of offers or advertisements, analytics about how you engage with websites or ads, and other commercial purposes. For more information about the collection, use and sale of your personal data and your rights, please use the below links."

Mockup of Privacy Rights Link & Page



CCPA Compliance Options for Publishers

Custom Option: This is a Rakuten Marketing provided option and has some flexibility to be adjusted to publishers' preferences.

The below companies may collect personal 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 for a variety of purposes, such as personalization of offers or advertisements, analytics about how you engage with websites or ads, and other commercial purposes. For more information about the collection, use and sale of your personal information and your rights, please use the below links.

Company	Link to privacy policy	Your Rights
Rakuten Marketing	https://rakutenmarketing.com/legal-notices/services-privacy-policy/	https://rakutenmarketing.com/legal-notices/subject-requests/
Company 2	Privacy policy	Privacy rights
Company 3	Privacy policy	Privacy rights

As well as links to both our services privacy policy and our user rights / opt-out page:

<https://rakutenmarketing.com/legal-notices/services-privacy-policy/>

<https://rakutenmarketing.com/legal-notices/subject-requests/>

(NOTE: this page will be live on January 1, 2020).

Please reach out to uspubsupport@rakuten.com with any additional questions

Rakuten Marketing