

# Passing CCPA Opt-Out Signals in Affiliate Links - for Publishers

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## Introduction

The California Consumer Privacy Act (CCPA) is intended to enhance privacy rights and consumer protection for residents of California in the United States. Regulation), Unlike the GDPR (General Data Protection Regulation), there is no opt-in notice required, so consent management platforms (CMPs) are not the prevailing solution for CCPA. You should make your own review of the many resources and then determine your status under CCPA. You can find helpful information and resources in the [Publisher Help Center](#).

There are several options for implementing CCPA compliance. This document outlines the process of passing a consumer opt out signal in accordance with the California Consumer Privacy Act (CCPA) to Rakuten Affiliate using affiliate click links.

## Prerequisites

1. Add an addendum to your privacy policy to reference Rakuten Marketing's data collection, including a link to Rakuten Marketing's 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. <https://rakutenmarketing.com/legal-notice/services-privacy-policy/>”

2. Ensure your privacy policy is accessible through your entire website.
3. Implement a mechanism for providing a consumer notice of data collection with an option to opt out. The selection of the consumer must be captured and stored so that it can be sent to Rakuten Marketing as per the process outlined in this document.

## Consent Parameter

The consent parameter `cnst=` can be added to any affiliate click link. The parameter will contain a string representing the opt out status of the consumer who is clicking on the affiliate link.

### Opt Out String Structure

Component	Type	Expected value	Definition
Signal Type	String	c	Represents the type of opt out signal being provided.  c = CCPA
Specific Version	Number	1	Represents the version of this string specification.
Explicit Notice	Boolean	N = No Y = Yes - = Not Applicable	Identifies if explicit notice been provided.
Opt Out Sale	Boolean	N = No Y = Yes - = Not Applicable	Identifies if the user opted-out of the sale of their data
LSPA	Boolean	N = No Y = Yes - = Not Applicable	Are you a signatory to the IAB Limited Service Provider Agreement (LSPA) and declare that the transaction is covered as a "Covered Opt Out Transaction" or a "Non Opt Out Transaction" as those terms are defined in the Agreement.

## Examples

### Scenario 1: Notice provided, and consumer opts out

```
<a href="https://click.linksynergy.com/fs-  
bin/click?id=lKh2Xiq9xN1&offerid=12345.123&type=3&subid=0&cnst=c1Y  
YN">Advertiser.com</a>
```

### Scenario 2: Notice provided, and consumer does not opt out

```
<a href="https://click.linksynergy.com/fs-  
bin/click?id=lKh2Xiq9xN1&offerid=12345.123&type=3&subid=0&cnst=c1Y  
NN">Advertiser.com</a>
```

### Scenario 3: No notice provided

```
<a href="https://click.linksynergy.com/fs-  
bin/click?id=lKh2Xiq9xN1&offerid=12345.123&type=3&subid=0&cnst=c1N  
NN">Advertiser.com</a>
```