

# Passing CCPA Opt-Out Signals in Affiliate Links

For Affiliate 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. 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](#).

**This document outlines the process of passing a consumer opt-out signal in affiliate links to Rakuten Advertising in accordance with the CCPA.**

## CCPA Recommended Actions Overview

1. Add an addendum to your privacy policy to reference Rakuten Advertising's data collection, including a link to our privacy policy.

Sample Language:

*We partner with Rakuten Advertising, 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://rakutenadvertising.com/legal-notices/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 the company as per the process outlined in this document.

## Consent Parameter

The consent variable or “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. The string will be composed of the following values:

Component	Type	Expected Value	Definition
Signal Type	String	c	<b>Can be hard coded to “c”.</b> Represents the type of opt-out signal being provided. c = CCPA
Specific Version	Number	1	<b>Can be hard coded to “1”.</b> Not used by Rakuten Advertising. 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	<b>Can be hard coded to “N”.</b> Not used by Rakuten Advertising. 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 of How to Leverage the Opt-Out String Table

Below are examples of how to use the opt-out string structure outlined previously in this document to address all scenarios including “notice provided, and consumer opts out”, “notice is provided and consumer does not opt-out”, and “no notice was provided.”

## 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=c1YYN">Advertiser.c  
om</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=c1YNN">Advertiser.c  
om</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=c1NNN">Advertiser.  
com</a>
```