

Implementation Instructions for First Parties

Overview

Ad tech vendors (i.e., DAA participants) who serve ads or collect data about users, such as ad servers, exchanges, DSPs, DMPs, CDPs, etc. will call the `daaGetAdChoices()` function as a way to get real-time information about the user's AdChoices preferences.

Since the user's AdChoices preferences are tied to a token (hashed e-mail, phone number, etc.), the user may not already be known by that token to the ad-serving participant or they may not know the token at the time of ad-serving. Therefore, using the AdChoices User Preferences JavaScript API allows the preferences to be retrieved in cases where the brand or publisher (i.e., the first party) provided the ID token to the CMP to identify and retrieve the appropriate user preferences string.

Determining The User ID

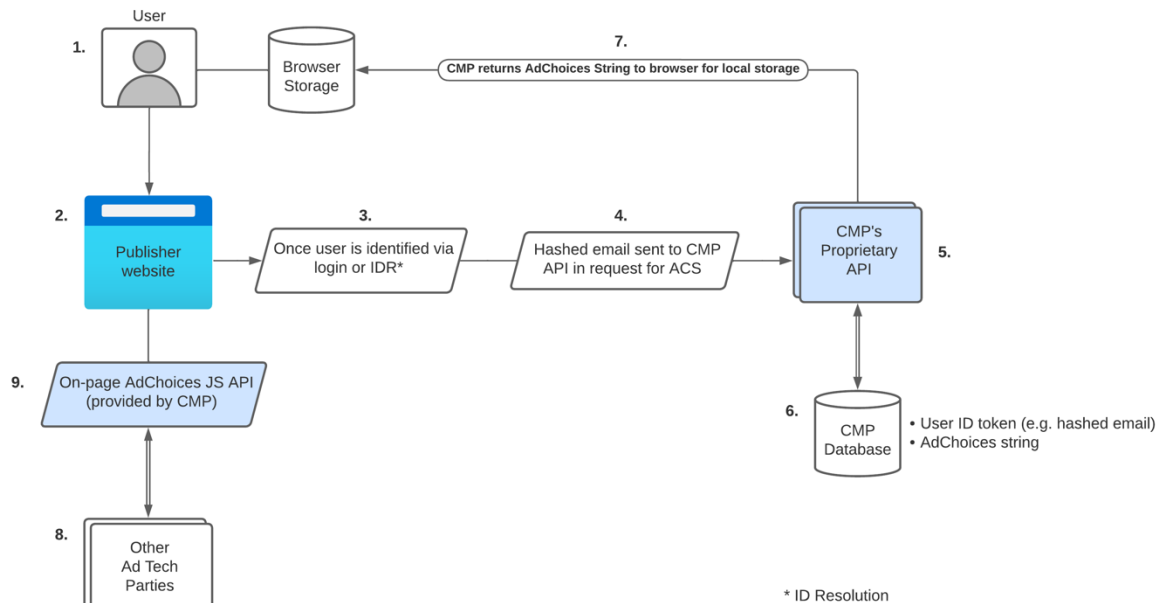
The AdChoices String hinges on determining the user's email address or phone number during a given browsing session. But once it has been determined, the site owner needs to send a hashed version of the email to their CMP to retrieve the AdChoices String.

Retrieving the AdChoices String from the CMP will naturally vary because it will be specific to the details of how a given CMP works. First parties (brands and publishers) must consult with their CMP vendor for specific integration instructions (i.e., how to pass the email of an identified user). Each CMP should have its own customer implementation code that more or less says "pass email here and you'll get back an AdChoices string—if we have one."

This should happen via the client-side JavaScript interface of the CMP, which is unique to each. On initiating the CMP's client-side code, some configuration details get passed to it, and one of those should be the current user's email.

The AdChoices String Retrieval Process

The following is a data flow diagram to help illustrate the process that first parties must take to provide the ID token to the CMP to retrieve the AdChoices String for a given user.



Step 1-2: The process begins when the user navigates to the website of the publisher or brand.

Step 3: Once the user is on the site, their email address is determined either (1) by the user authenticating or logging into the website or (2) by using a third-party ID resolution service.¹

Step 4-5-6: Once the first party determines the user's email address, they then send a hashed version of the email to the CMP's unique API endpoint and the AdChoices String (ACS) is retrieved from the CMP's database.²

Step 7: After the AdChoices String has been retrieved from the CMP, it is saved in the user's browser either as a first-party cookie or inside local storage. The string can then be made available for consumption via the AdChoices User Preferences JavaScript API.

If you have any questions or run into any issues with your implementation, please reach out to info@aboutads.info for assistance.

¹ If the email address or phone number cannot be determined, the process cannot continue.

² In most cases, this will be the same API that the DAA Token Tool communicates with to send the token & string values when the user initially makes their choices.