



What is the California Consumer Privacy Act (CCPA)?

California Consumer Privacy Act is a bill to enhance privacy rights and consumer protection for residents of California. It goes into effect on January 1, 2020 and will be fully enforced in July 2020.

What does CCPA cover in terms of protections for consumers?

- Consumers' rights to access information (how personal information was collected, shared, and sold, and why it was sold)
- Consumers' rights to delete information
- Consumers' rights to opt out from having their personal information sold to third parties.

Is TripleLift compliant with the CCPA?

TripleLift is a signatory on the IAB framework for CCPA and urges Publishers and Demand Partners to become members of the Framework to support each party's efforts towards compliance with the CCPA.

If a user opts out, how does TripleLift action off of that signal? i.e., what type of ad will render, or will there be no ad?

TripleLift does not control that. TripleLift will send along the bid request with the consent status to the DSP, and it is up to the DSP to interpret in their platform how to target.

If we do not send the us_privacy signal, how will TripleLift action on that?

TripleLift will treat these requests as having not opted out of a "sale" under CCPA.