Consent Management Technical Integration Guidelines for Publishers

How is Taboola handling user consent?

Taboola will be processing data under the GDPR's legal basis of legitimate interest, which means that, to provide our services, we do not require user consent beyond the cookie consents currently required under the ePrivacy Directive. However, should a publisher choose to rely on the legal basis of consent, Taboola will honor consent signals that our publishers provide in line with the IAB Europe's Transparency and Consent Framework.[1] In this case, should an EU visitor decline to give consent to the publisher's website, and the publisher would then shares this no-consent signal with Taboola, Taboola will proceed to serve only contextually-based recommendations. These recommendations will not be personalized with the use of any personal data (User ID, or IP Address).

How do I pass a consent signal to Taboola?

Taboola supports all Consent Management Platforms (CMPs) that are registered with IAB Europe's Transparency and Consent Framework.[2] Once a publisher integrates one of the above CMPs on its site, Taboola will automatically receive the consent status directly from the CMP.

I'd like to build my own consent solution — can Taboola support it?

Taboola will honor users' consent signals so long as they are provided to Taboola via a system that complies with the IAB Europe's Transparency and Consent Framework's tech specification for a CMP JavaScript ("JS") API.[3]

In short, a JS API shall be made available to Taboola on your site in the form of **__cmp(Command, Parameter, Callback)** This API shall return a response containing the consent status for each of the IAB Europe's registered vendors.[4] The publisher must also adhere to the IAB Europe's Transparency and Consent Framework Policies.[5]

How do I pass consent if I have a REST API integration? (web/App)

There are two new fields in our REST API that pass the consent status in compliance with the IAB Europe specifications:

- gdpr.applies — the boolean parameter that indicates if GDPR applies to this particular request
- consent.daisybit — the DaisyBit that contains consent data for all vendors

Both parameters can be retrieved from the CMP's API. This is an example of a call in JavaScript for CMP to retrieve these parameters:

```
var gdprApplies = false;
var consentDaisyBit = '';

__cmp('getConsentData', null, function (result) {
    gdprApplies = result.gdprApplies;
    consentDaisyBit = result.consentData;       });
```

How is Taboola going to handle consent in SDK integrations (in Mobile Apps)?

Mobile Apps require two consent components:
Display a consent dialog to the end user — this is the sole responsibility of the App publisher. Pass the consent signal to Taboola — the App publisher must pass this consent signal to Taboola through Taboola's SDK.

The IAB Europe is still developing an industry-standard for passing consent through Mobile App CMPs, which Taboola intends to support upon release. In the meantime, Taboola's short-term solution is to pass a "Do Not Track" flag via SDK 2.0.8 and higher. Documentation for how to do so can be found at www.taboola.com/documents/gdpr-mobile-sdk.pdf.

Do you have a compliant solution for AMP?

We are working these days on an AMP GDPR solution. We will follow up with more details in the coming days.

I do not want to host any user consent whatsoever on my site — can Taboola support that for my EU traffic?

Taboola will be processing data under the GDPR's legal basis of legitimate interest, which means that, to provide our services, we do not require user consent beyond the cookie consents currently required under the ePrivacy Directive. Upon request, we can serve your EU traffic with only contextually-based recommendations that will not be personalized with the use of any personal data (User ID, or IP Address). However, this will have a meaningful impact on the revenue of that EU traffic.

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[1] For more information about the IAB Europe's Transparency and Consent Framework, please visit: http://advertisingconsent.eu.

[2] A full list of CMPs registered with the IAB Europe can be found at http://advertisingconsent.eu/iab-europe-transparency-consent-framework-list-of-registered-cmps.

[3] The full details of the "IAB Europe's Specification for Consent String and Vendor List Formats" can be found at https://github.com/InteractiveAdvertisingBureau/GDPR-Transpency-and-Consent-Framework /commit/ a32574941ce201708e30e78702278efe1ce6cd59.

[4] The full list of the IAB Europe's registered Global Vendors can be found at https://vendorlist.consensu.org/vendorlist.json and a description of the consent status data format in the response can be found at: https://github.com/InteractiveAdvertisingBureau/GDPR-Transparency-and-Consent-Framework/blob/mast

[5] The IAB Europe's Transparency and Consent Framework Policies that can be found at http://www.iabeurope.eu/tcfdocumens/documents/legal/currenttcfpolicyFINAL.pdf.

[6] The IAB Europe's five purposes for processing of personal information can be found in Appendix A on page 11 at http://www.iabeurope.eu/tcfdocuments/docu

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