

Unified ID Adoption Guidelines for DSPs

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Contents

- A Device ID Equivalent Designed for the Open Web..... 2
- Solution Overview 2
- Using the TDID 3
- General Note on Disabled Third-Party Cookies..... 4
- Privacy and Compliance 4
 - Opt-Out..... 4
 - GDPR 4
 - Changes to this Specification 4

A Device ID Equivalent Designed for the Open Web

Adserver.org and its sister ad-serving domain Adsvr.org were created to enable ad tech companies to collaborate on the foundation of anonymous identity that our industry relies on to deliver a personalized advertising experience to customers and great results to advertisers. The Trade Desk, Inc. (NASDAQ:TTD) has been using this domain for eight years. We write an ID called TDID into the top-level cookie in this domain along with the metadata describing the status of mapping that cookie to partners. In H2 2017, TTD started making the TDID available for other parties to use it as their primary ID to better reflect the collaborative intent of the domain. The implementation is identical, and TTD continues to own and operate the domain. It is a Google AdX-approved fourth-party domain, it is included in the National Advertising Initiative (NAI) opt-out tool, and it has a privacy policy to which all adopters must adhere.

Solution Overview

Adopting demand-side platforms (DSPs) can use adsvr.org as an ID issuing service allowing them 100% match rate data portability with all adopting SSPs, DMPs, and other DSPs.

Currently, any partner setup to do cookie mapping with TTD issues their own user ID and fires cookie sync pixels across their footprint. The end result of the cookie mapping is that they can store a map of their user ID to the TDID in a server side match table and/or a cookie. For SSPs, this allows the TDID to be looked up at bid time and included in the bid request. For DMPs, it allows them to upload data segments to TTD keyed by TDID instead of their own ID.

Going forward, TTD will start allowing the use of the TDID the primary user ID for any partners that would like to participate in this initiative. Partners will be able to use the existing cookie mapping endpoints that they're already using to extract the TDID and then simply use it as their own ID. When a partner identifies a new user they can redirect the user to adsvr.org's cookie mapping endpoint which will either extract the existing TDID from adsvr.org cookies or issue a new TDID and redirect back to the partner's configured endpoint.

Essentially, partners will leverage the adsvr.org endpoint as an ID issuing service. Adsvr.org in turn will work towards propagating new users across participants so that we improve the coverage and match rate for all partners that are using TDID as their primary ID.

Using the TDID

To use TDID, DSPs need to start logging and bidding against some additional identifiers contained within bid requests. These identifiers are located within the user object inside a standard OpenRTB bid request, as shown in this example:

```
{
  "user": {
    "id": "... unchanged ...", #index exchange identifier
    "buyerid": "... unchanged ...", #dsp specific identifier
    "ext": {
      "eids": [{
        "source": "adserver.org",
        "uids": [{
          "id": "uid123", #id received from request
          "ext": {
            "rtiPartner": "TDID" #outgoing name
          }
        }]
      }]
    }
  }
}
```

The available values in the TDID are summarized in this table:

Value	Example	Description
t	1531859913100	UNIX timestamp of when the TDID was retrieved
d.response	"match"	Result of the call to the adsvr.org endpoint
e	1537184912609	UNIX timestamp that indicates when the local object will expire
d.data.TDID_LOOKUP	"TRUE"	Boolean result of whether or not an existing or new ID was returned (successful server-side lookup)
d.data.TDID_CREATED_AT	2018-08-10T11:48:32	Timestamp indicating when the user ID was created on the server
d.data.TDID	4e555440-e1ba-460a-bf59-24599c187221	User ID that the adsvr.org endpoint returned

General Note on Disabled Third-Party Cookies

If third-party cookies are disabled in a user's browser, as they are by default in Safari, the cookies set by an SSP, DSP, or DMP will be rejected because these are set on the response to a pixel firing in a page that's running in a different top level domain, such as the publisher's or the advertiser's domain. If cookies can't be set and used at ad serving time, it is impossible to have any reliable notion of identity.

Privacy and Compliance

The EULA (www.thetradedesk.com/general/uid-eula) sets out requirements to which adopters must adhere.

Opt-Out

All adopters must honor user preferences. Adopters should check for the opt-out state at least every 14 days.

A list of opted-out IDs will be available via service, details are TBD.

The opt-out state is also available on resync; an opted-out client will return 0s on resync.

Once an opt-out is received, it should be honored accordingly. This includes no further use of the opted-out ID, and may include passing it on to other parties, depending on your circumstances.

If the ID has changed between re-syncs, you must update the ID. You must not tie together data with different IDs for the same device from the ID service across deletion or opt-out events. For example, if a user clears cookies, and subsequently gets a new ID, you should not try to merge data from the pre-cookie clearing ID with data from the post-cookie clearing ID.

You should treat data associated with expired IDs according to your retention policies and other legal requirements.

GDPR

The ID issuing service supports the IAB Transparency & Consent Framework (TCF) and will expect to receive an appropriate TCF legal basis signal with a GDPR-applicable ID request. When you receive IAB TCF signals you should honor them according to IAB TCF policy.

Changes to this Specification

The service and this specification may be updated from time to time. Upon such updates, adopters' integrations must be updated to conform within a commercially reasonable time.