



CCPA, CPRA, CPA: US State Privacy Regulations are moving: **What's happening and where do we stand?**



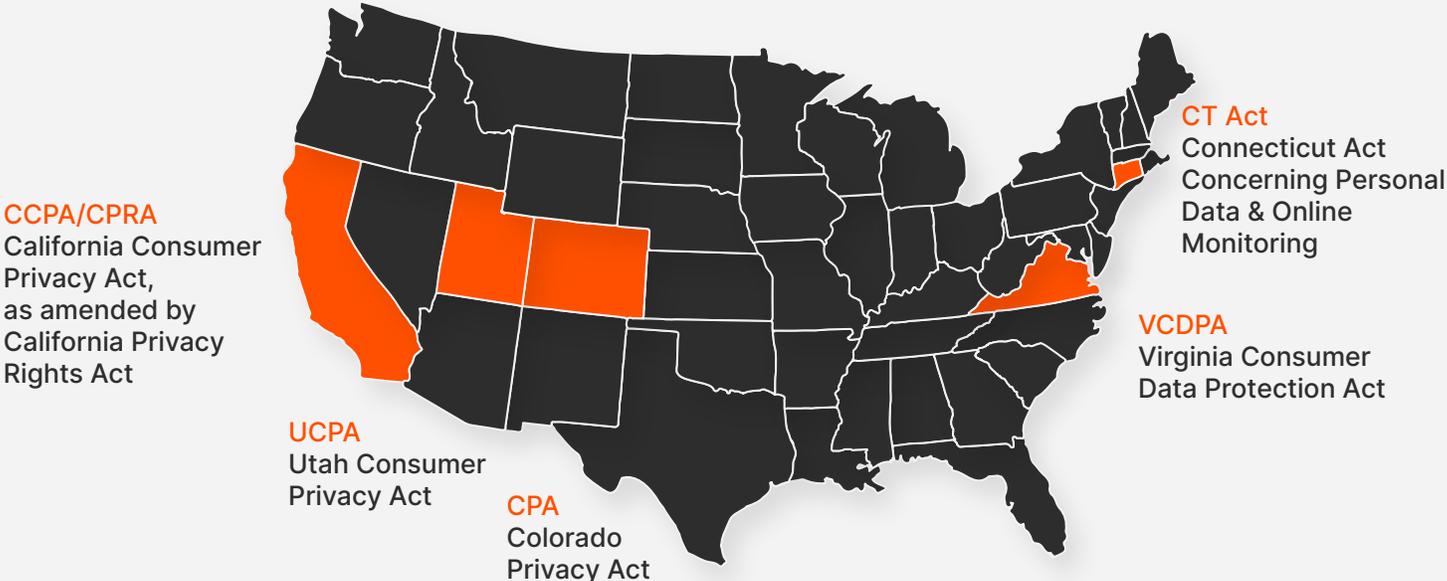
Privacy has become a key priority for the industry. Equativ's objective is to harmonize data protection requirements, publishers' and users' choices with adequate ads delivery and monetization.

As Equativ operates in several countries where **strong privacy regulations are already in effect** such as Europe, Canada, Brazil and more, we have already developed **safe frameworks and practices** to respect user privacy. With state-wide data privacy laws such as CCPA/CPRA (California), CPA (Colorado), UCPA (Utah) and more taking effect in several states in the United States, Equativ reinforced its **privacy-first ad tech solutions**.

Our independence allows us to share knowledge and insights gained from working across markets, and **maintain the highest data privacy standards and brand safety**.

We believe in **transparency, fairness, rationalized markets, and efficiency**. Find here details about how we are working on new solutions for a privacy-first ecosystem.

Privacy Legal Framework in the United States



January 2018
CCPA takes effect

January 2023
CPRA and VCDPA take effect

July 2023
CPA and CT Act take effect

December 2023
UCA takes effect

What are the scopes of these new privacy acts?

These new state privacy laws going into effect in 2023 create a range of consumer privacy rights linked to the storing and selling of sensitive information.

They also give **new data protection obligations for businesses** and their employees in order to improve individuals' data rights and privacy.

Each state imposes obligations on businesses, service providers, and third parties to conform to states' legislative frames. **Legal frames differ from one state to another** such as consent management, contractual provisions, or sensitive data processing. And **it is up to the businesses to roll out compliance programs** to comply with these regulations.

Privacy is in Equativ's DNA

At Equativ we have a strong desire to proactively increase quality and privacy throughout the ecosystem. We have created something unique: **a comprehensive, independent offering that harmonizes market interests** for both the advertiser and publisher while respecting the consumer.

Equativ is one of the few ad tech players to think privacy-first when it comes to managing and delivering advertising experiences. As a company with French and European roots, **Equativ has a strong experience with high data protection and privacy standards which are its top-priorities since its creation.** With our clients spread all over the world, we are familiar with privacy concerns and know how to shape our solutions to new legal requirements:

- In Europe, Equativ complies with one of the strongest privacy regulations: **GDPR (General Data Protection Regulation) and ePrivacy**. Also, Equativ is fully supporting IAB Europe TCF, while adapting to publishers' requirements.
- In California, **Equativ supports IAB CCPA compliance framework tech requirements** to pass user opt-out signals.
- Equativ operates in Brazil, under **LGPD** (Lei Geral de Proteção de Dados), Argentina under **LPDP** (Ley de Protección de Datos Personales), and Mexico under **FDPL** (Ley Federal de Protección de Datos Personales en Posesión de los Particulares) legislative frames.
- Equativ also supports **Canada Transparency and Consent Framework**.

Equativ is in the process of obtaining the **ISO 27001**, certifying that our tech infrastructure and IT security practices meet the highest international standards.

Equativ partnerships to **stay at the forefront** of industry evolution



What are Equativ's **recommendations**?

At Equativ we know that to meet privacy legal requirements, our **industry needs unified tools and solutions** shared by all players along the advertising supply chain. End-to-end compliance in such a complex and interconnected ecosystem requires standardized tech frameworks, ensuring that the **numerous players share a common language**.

That is why Equativ choose to follow IAB Tech Lab's **Global Privacy Platform (GPP)**. The GPP has the objective to enable all parties in the digital advertising chain to comply with regional privacy regulations more easily. It is a transport layer that communicates **user consent and preference signaling throughout the digital supply chain** that supports existing consent formats and is flexible enough to support new markets with unique needs.



IAB Tech Lab stewards the development of these technical specifications. This platform provides **a sustainable way to adapt to changes in existing privacy regulations and adopt new ones** with its flexible, channel-agnostic, and open architecture.

The GPP integrates with existing, highly-adopted privacy signals, including US Privacy and TCF. It's ready to support privacy signals for any other market today.

In Q1 2023, Equativ will be able to ingest and share signals allowing publishers to operate in full compliance with the state's privacy regulations thanks to the Global Privacy Platform.

New Contractual Requirements

On top of tech impacts, new legal regulation might mean new contractual requirements and obligations.

Our standard legal documentation (business contract, privacy addendum, ...) is regularly updated to integrate new standard clauses and stick to existing privacy measures.

Our team of experts is happy to **discuss** with our clients and provide our partners with **tailor-made** documents.