MSPA Technical Signaling Implementation Guidelines for Signatories and Certified Partners

October 21, 2024

Version 1.4

1.   **INTRODUCTION.**

   1.1   Background & Scope.

The IAB Multi-State Privacy Agreement (the "MSPA") is a contractual framework that allows Signatories and Certified Partners in the digital advertising ecosystem to engage in Digital Advertising Activities in a way that complies with the requirements of Applicable State Privacy Laws. It does this by requiring Signatories (and Certified Partners as set forth in the Certified Partner Program) to set, send, receive, and honor Signals that indicate how they are complying with those laws' requirements, for example, by signaling whether a Signatory or Certified Partner has provided certain required notices to Consumers, or whether a Consumer has Opted Out of Targeted Advertising.

The MSPA's Signaling requirements are implemented using the IAB Tech Lab's Global Privacy Platform ("GPP").[1] Signatories and Certified Partners have agreed to meet the MSPA's Signaling requirements by following the Technical Signaling Implementation Guidelines set forth in this document (the "Guidelines").

These Guidelines are binding for Covered Transactions only, and all requirements herein presuppose that a Covered Transaction is taking place, unless otherwise indicated.

Further, the following GPP sections in the MSPA's U.S. National Approach string not currently in use and are reserved by the IAB, which may develop an optional addendum to the MSPA that provides such a policy in the future:

- SensitiveDataProcessingOptOutNotice;
- SensitiveDataLimitUseNotice;
- SensitiveDataProcessing; and
- KnownChildSensitiveDataConsents.

In addition, certain Applicable State Privacy Laws require honoring Global Opt-Outs,[2] such as Global Privacy Control ("GPC").[3] The GPP string sections reserved for those states include a sub-section named 'Gpc' that enables the onward passage of Global Opt-Out Signals under the Applicable State Privacy Laws. The MSPA (and the MSPA Certified Partner Program) requires Signatories to honor Global Opt-Outs and pass corresponding opt-out Signals to the extent that Applicable State Privacy Laws require doing so. Signatories and Certified Partners have the discretion whether to utilize the 'Gpc' sub-section in the GPP when leveraging the other opt-out fields. If a Signatory or Certified Partner does utilize the opt-out fields

---

[1] https://github.com/InteractiveAdvertisingBureau/Global-Privacy-Platform. Please note that as of April 30, 2024, the U.S. Privacy specification ("USP") was deprecated and may no longer be used to implement the MSPA's Signaling requirements for California residents.

[2] These states include California, Colorado, Connecticut, Delaware, Minnesota, Montana, Nebraska, New Hampshire, New Jersey, Oregon, and Texas. *See* MSPA Section 1.42.

[3] *See* https://globalprivacycontrol.org/.

in the main section of a state string (e.g., SaleOptOut or TargetedAdvertisingOptOut) in conjunction with the Gpc sub-section, this creates the potential for conflicting Signals. For example, a GPP string for a California Consumer could include SaleOptOut=2 (indicating that the Consumer has not Opted Out of Sales of Personal Information) and also include Gpc=1 (indicating that the Consumer's web browser had GPC enabled). This configuration of Signals is an example of conflicting Signals subject to Sections 4.8 and 7.4 of the MSPA, as applicable, requiring the recipient of the Signals to interpret them in the way that results in the more limited Processing of Personal Information (i.e., would require them to give precedence to the Gpc=1 Signal and treat the User as Opted Out).

2. **DEFINITIONS.** Capitalized terms used, but not defined, in these Guidelines have the meaning assigned to them in the MSPA.

      2.1 **"Consent Signal (Secondary Use Limitation)"** means a Yes/No Signal set by a First Party indicating whether it has obtained a Consumer's Consent to Process the Consumer's Personal Information for Digital Advertising Activities that, but for the Consumer providing Consent, would not otherwise meet the Secondary Use Limitations under the Applicable State Laws with respect to a Consumer whom the First Party determines is a resident of California, Colorado, Connecticut, Delaware, Florida, Indiana, Kentucky, Minnesota, Montana, Nebraska, New Hampshire, New Jersey, Oregon, Rhode Island, Tennessee, Texas, or Virginia.[4]

      2.2 **"MSPA Transaction Signal"** means a Yes/No Signal set by a First Party designating whether the transaction is subject to the MSPA as a Covered Transaction. For the avoidance of doubt, when the MSPA Transaction Signal is set to "Yes," the applicable transaction is subject to the MSPA. When the MSPA Transaction Signal is set to "No," it is not subject to the MSPA.

      2.3 **"Opt-Out Option Mode Signal"** means a Yes/No Signal set by a First Party indicating whether it has elected to operate in Opt-Out Option Mode with respect to a Covered Transaction.

      2.4 **"Opt-Out Signal (Sale)"** means a Yes/No Signal set by a First Party indicating whether the Consumer to whom the Signal pertains has Opted Out of the Sale of Personal Information pursuant Applicable State Privacy Law.[5]

      2.5 **"Opt-Out Signal (Sharing)"** means, with respect to the CCPA, a Yes/No Signal set by a First Party indicating whether the Consumer to whom the Signal pertains has Opted Out of the Sharing of Personal Information pursuant to Cal. Civ. Code 1798.120(a) and Cal. Code Regs. tits. 11, § 7026.

---

[4] See Cal. Code Regs. Tit. 11, § 7002, Colo. Rev. Stat. 6-1-1308(4), Conn. Gen. Stat. § 42-520(a)(2), Del. Code Ann. tit. 6, § 12D-106(a)(2), Fla. Stat. § 501.71(2)(a)), Ind. Code Ann. § 24-15-4-1(2), Kentucky Act Sec. 4(1)(b), Minn. Stat. § 325O.07, Subd. 2(b), Mont. Code, § 30-14-2812(2)(a), Nebraska Act Sec. 12(2)(a), New Hampshire RSA 507H:6.I(b), New Jersey Act Sec. 9(a)(2), Oregon Act Sec. 5(1)(a) and 5(2)(a), Rhode Island Act 6-48.1-7(s), Tenn. Code Ann. 47-18-3305(a)(2), Tex. Bus. & Com. Code § 541.101(b)(1), and Virginia Code 59.1-578(A)(2).

[5] *See* Cal. Civ. Code 1798.120(a) and Cal. Code Regs. tits. 11, § 7026, Colo. Rev. Stat. 6-1-1306(1)(a)(I)(B), Conn. Gen. Stat. § 42-518(a), Del. Code Ann. tit. 6, § 12D-104(a)(6)(b), Fla. Stat. § 501.705(2)(e)(2), Iowa Code § 715D.3(1)(d), Ind. Code Ann. § 24-15-3-1(b)(5), Kentucky Act Sec. 3(2)(e), Minn. Stat. § 325O.07, Subd 1. (b), Montana Act Sec. 5(1)(e)(ii), Nebraska Act Sec. 7(e)(ii), N.H. Rev. Stat. 507-H:4(I)(e), New Jersey Act Sec. 7(a)(5), Oregon Act Sec. 3(1)(d)(B), Rhode Island Act 6-48.1-5(4), Tenn. Code Ann. 47-18- 3304(a)(2)(E)(i), Tex. Bus. & Com. Code § 541.051(b)(5)(B), Utah Code 13-61-201(4)(b), and Virginia Code 59.1-577(A)(5)(i).

2.6 **"Opt-Out Signal (Targeted Advertising)"** means a Yes/No Signal set by a First Party indicating whether the Consumer to whom the Signal pertains has Opted Out of the Processing of Personal Information for Targeted Advertising under Applicable State Privacy Laws[6] (for jurisdictions other than California).

2.7 "**Secondary Use Limitations**" means the set of limitations in the Applicable State Privacy Laws of California, Colorado, Connecticut, Delaware, Florida, Indiana, Kentucky, Minnesota, Montana, New Hampshire, New Jersey, Oregon, Rhode Island, Tennessee, Texas, and Virginia that prohibits Processing Personal Information for purposes that are not reasonably necessary to, proportionate to, or compatible with the purposes for which the Personal Information was initially collected or Processed, unless the First Party first obtains the Consumer's Consent.[7]

2.8 **"Service Provider Mode Signal"** means a Yes/No Signal set by a First Party indicating whether the First Party has elected to operate in Service Provider Mode with respect to the Covered Transaction.

3. **GPP SIGNALING REQUIREMENTS FOR FIRST PARTIES – ALL TRANSACTIONS.**

3.1 **Creating GPP Strings to Store and Communicate Signals Required by the MSPA.** A First Party must create and store the Signals required by the MSPA using the GPP specification and in accordance with these Guidelines.

3.2 **Making Signals Available to Other Signatories and Certified Partners.** A First Party must use commercially reasonable efforts to make a GPP string it creates in connection with a Covered Transaction available to other Signatories or Certified Partners in that Covered Transaction, including through the use of the following mechanisms, as applicable:

(a) Consent Management Platform API.[8]

(b) Macros and/or URL parameters.[9]

(c) Other reasonable and uniform method of associating GPP strings with the Consumers to whom they relate, if Signatories or Certified Partners use Manual Transmissions of Personal

---

[6] *See* Colo. Rev. Stat. 6-1-1306(1)(a)(I)(A), Conn. Gen. Stat. § 42-518(a), Del. Code Ann. tit. 6, § 12D-104(a)(6)(a), Fla. Stat. § 501.705(2)(e)(1), Iowa Code § 715D.4(6), Ind. Code Ann. § 24-15-3-1(b)(5), Kentucky Act Sec. 3(2)(e), Minn. Stat. § 325O.07, Subd 1.(b), Montana Act Sec. 5(1)(e)(i), Nebraska Act Sec. 7(e)(i), N.H. Rev. Stat. 507-H:4(I)(e), New Jersey Act Sec. 7(a)(5), Oregon Act Sec. 3(1)(d)(A), Rhode Island Act 6-48.1-5(4), Tenn. Code Ann. 47-18-3304(a)(2)(E)(ii), Tex. Bus. & Com. Code § 541.055(b)(5)(A), Utah Code 13-61-201(4)(a), and Virginia Code 59.1-577(A)(5)(i).

[7] See Cal. Code Regs. tit. 11, § 7002, Colo. Rev. Stat. 6-1-1308(4), Conn. Gen. Stat. § 42-520(a)(2), Del. Code Ann. tit. 6, § 12D-106(a)(2), Fla. Stat. § 501.71(2)(a)), Ind. Code Ann. § 24-15-4-1(2), Kentucky Act Sec. 4(1)(b), Minn. Stat. 325O.07, Subd. 2(b), Mont. Code § 30-14-2809(b), Nebraska Act Sec. 12(2)(a), N.H. Rev. Stat. 507H:6.I(b), New Jersey Sec. 9(a)(2), Oregon Act Sec. 5(1)(a) and 5(2)(a), Rhode Island Act 6-48.1-7(s), Tenn. Code Ann. 47-18-3305(a)(2), Tex. Bus. & Com. Code § 541.101(b)(1), and Virginia Code 59.1-578(A)(2).

[8] https://github.com/InteractiveAdvertisingBureau/Global-Privacy-Platform/blob/main/Core/CMP%20API%20Specification.md.

[9] https://github.com/InteractiveAdvertisingBureau/Global-Privacy-Platform/blob/main/Core/Consent%20String%20Specification.md#how-does-a-url-based-service-process-the-gpp-string-when-it-cant-execute-javascript.

Information (*e.g.*, batch file/server-to-server transfers of data). For example, a First Party may add a column in a structured data file reserved for GPP strings, so that each row (representing an individual Consumer or device) may have a GPP string associated with it. First Parties using this method to make GPP strings available to other Signatories or Certified Partners should ensure that such Signatories or Certified Partners are aware of the specific method the First Party is using to associate GPP strings with Consumers and is able to recognize those GPP strings.

3.3 **Selecting Jurisdiction.** Under the MSPA, First Parties must use commercially reasonable methods to determine a Consumer's state residency, or else treat the User as a U.S. National Consumer.[10] The First Party must then encode Signals pertaining to that Consumer using the corresponding section of the GPP string. First Parties may use and encode **only one** section of the GPP string for each Covered Transaction.[11]

(a) Examples*:*

(i) If a First Party decides to treat a User as a U.S. National Consumer, it must encode the GPP string section reserved for U.S. National Approach referenced below, but no other section of the GPP string for that transaction. The First Party should **not** encode the Colorado section of the GPP string for an individual it will treat as a U.S. National Consumer, even if the First Party knows the individual is a resident of Colorado.

(ii) If the First Party determines a Consumer is a resident of Colorado – and will not treat that User as a U.S. National Consumer – the First Party must encode the GPP string section reserved for Colorado residents referenced below, but no other section of the GPP string for that transaction.

(b) References*:* The technical specifications for encoding the section of the GPP string reserved for:

(i) The technical specifications for U.S. National Consumers are available at https://github.com/InteractiveAdvertisingBureau/Global-Privacy-Platform/tree/main/Sections/US-National.

(ii) The technical specifications for residents under the state-specific approach are available at: Global-Privacy-Platform/Sections/US-States at main · InteractiveAdvertisingBureau/Global-Privacy-Platform · GitHub.

3.4 **Covered Transactions.** Under the MSPA, a First Party must decide whether a Consumer's Personal Information that it Processes (or allows Downstream Participants to Process) in connection with Digital Advertising Activities will be subject to the MSPA's requirements as a Covered Transaction. A First Party that decides to engage in a Covered Transaction must set the MSPA Transaction Signal to "Yes." If a First Party does not want the MSPA to apply to a given transaction, it should set the MSPA Transaction Signal to "No." Regardless of whether a First Party adopts the state-specific approach or the U.S. National Approach, it must set the value for the field "MspaCoveredTransaction" to "1" for "Yes" (indicating it is a

---

[10] *See* MSPA Section 3.1.

[11] The MSPA's provisions related to each Applicable State Privacy Law become effective on the date the Applicable State Privacy Law becomes effective. Signatories should not use a section of the GPP string reserved for an Applicable Jurisdiction for a Covered Transaction until the Applicable State Privacy Law for that state has become effective.

Covered Transaction), because the U.S. National Approach can be used only by Signatories and Certified Partners for Covered Transactions. There is no circumstance in which a Signatory or Certified Partner should ever set this value to "No."[12]

        (a)   Examples:

        (i)   An Ad-supported news website is a Signatory. It has decided to sell some of its Inventory through oRTB. It sets the MSPA Transaction Signal to "Yes" (MspaCoveredTransaction=1) to indicate to all Downstream Participants that will facilitate the RTB transaction that the transaction is subject to the MSPA's requirements as a Covered Transaction.

        (ii)   The same Ad-supported news website enters into a programmatic direct deal with an Advertiser that is also a Signatory, but the parties negotiate special privacy terms for the Ad placement and do not wish to have the Ad transactions covered by the MSPA. The Publisher should set the MSPA Transaction Signal to "No" (MspaCoveredTransaction=2) for those transactions.

        (iii)   A brand Advertiser uses an advertising measurement vendor to help it understand how well its digital advertising campaigns perform in driving traffic to its website and lifting sales. It does this by allowing the vendor to place a pixel on its website to collect information about its website visitors for this purpose. Both the Advertiser and the measurement vendor are Signatories. The Advertiser sets the MSPA Transaction Signal to "Yes" (MspaCoveredTransaction=1) to indicate to the measurement vendor that the Personal Information it collects is subject to the MSPA's requirements.

        (b)   Interactions with Other Signals: If a First Party sets the MSPA Transaction Signal to "No" (MspaCoveredTransaction=2), it should also set the Service Provider Mode Signal and Opt-Out Option Mode Signal to "Not Applicable" (MspaServiceProviderMode=0; MspaOptOutOptionMode=0).

        3.5   **Modes.** Under the MSPA, a First Party must elect to operate in either Service Provider Mode or Opt-Out Option Mode for a given Covered Transaction.[13] Service Provider Mode is for First Parties that do not Sell or Share Personal Information and do not Process Personal Information for Targeted Advertising. Opt-Out Option Mode is for First Parties that may engage in at least one of these activities above.

        (a)   Service Provider Mode Signal. A First Party that operates in Service Provider Mode must set the Service Provider Mode Signal to "Yes," while a First Party that is **not** operating in Service Provider Mode must set the Service Provider Mode Signal to "No." Each section of the GPP string reserved for residents of different states (and U.S. National Consumers) referenced in Section 3.3(b) above includes a field named "MspaServiceProviderMode." A First Party must set the value of this field to "1" for "Yes" (indicating the transaction will be carried out in Service Provider Mode) or "2" for "No" (indicating the transaction will not be carried out in Service Provider Mode).

---

[13] *See* MSPA Section 3.2.

(i) Interactions with other Signals:

(1) If a First Party sets the Service Provider Mode Signal to "Yes" (MspaServiceProviderMode =1), the First Party must **also** set all applicable Signals relating to notice and Opt Outs (*i.e.*, for Sale, Share, and Targeted Advertising) to "Not Applicable."

a. Example: A Publisher is operating in Service Provider Mode and seeks to fill Inventory for a Consumer it determines is a resident of Virginia. The Publisher uses the section of the GPP string reserved for Virginia residents[14] to set the Service Provider Mode Signal to "Yes" (MspaServiceProviderMode =1). Because it is operating in Service Provider Mode, the Publisher also pre-sets the relevant notice and opt-out Signals available in the Virginia section of the GPP string to "Not Applicable," because it does not engage in the relevant activities (SharingNotice=0; SaleOptOutNotice=0; TargetedAdvertisingOptOutNotice=0; SaleOptOut=0; TargetedAdvertisingOptOut=0).

(2) If a First Party sets the Service Provider Mode Signal to "No" (MspaServiceProviderMode =2), the First Party must **also** set the Opt-Out Option Mode Signal to "Yes." Conversely, if a First Party sets the Service Provider Mode Signal to "Yes" (MspaServiceProviderMode =1), the First Party must **also** set the Opt-Out Option Mode Signal to "No." *See* Section 3.5(b)(i) below.

(b) Opt-Out Option Mode Signal. A First Party operating in Opt-Out Option Mode must set the Opt-Out Option Mode Signal to "Yes," while a First Party that is **not** operating in Opt-Out Option Mode must set the Opt-Out Option Mode Signal to "No." Each section of the GPP string reserved for residents of different states (and U.S. National Consumers) referenced in Section 3.3(b) above includes a field named MspaOptOutOptionMode which must be set to "1" for "Yes" (indicating the transaction will be carried out in Opt-Out Option Mode) or "2" for "No" (indicating the transaction will not be carried out in Opt-Out Option Mode Mode).

(i) Interactions with other Signals:

(1) If a First Party sets the Opt-Out Option Mode Signal to "No" (MspaOptOutOptionMode=2), the First Party must **also** set the Service Provider Mode Signal to "Yes." Conversely, if a First Party sets the Opt-Out Option Mode Signal to "Yes" (MspaOptOutOptionMode=1), the First Party must **also** set the Service Provider Mode Signal to "No." *See* Section 3.5(a)(i) above.

(2) Under the MSPA, the Opt Out Option Mode covers different types of Digital Advertising Activities that could constitute Sale, Sharing, or Targeted Advertising. First Parties who engage in certain, but not all the abovementioned activities (e.g. engage in Sale but not Targeted Advertising) may still use Opt-Out Option Mode.[15] Those First Parties who operate in Opt-Out Option Mode, but who do not engage in a particular activity that would otherwise require an Opt Out must pre-set the relevant Signals for notice and Opt-Out for that activity to "Not Applicable." See the example below for more clarity.

---

[14] https://github.com/InteractiveAdvertisingBureau/Global-Privacy-Platform/tree/main/Sections/US-States/VA.
[15] *See* MSPA Section 4.1.

a.   Example: An Advertiser is operating in Opt-Out Option Mode for a Covered Transaction. It does not engage in Targeted Advertising, but does Sell Personal Information to its vendors to facilitate Ad measurement activities. A Consumer whom the Advertiser knows is a resident of Colorado visits the Advertiser's site. Regardless of whether the Consumer chooses to Opt Out of Sales, the Advertiser should use the section of the GPP string reserved for Colorado residents to set the Opt-Out Option Mode Signal to "Yes" (MspaOptOutOptionMode =1), and, because the Advertiser does not Process Personal Information for Targeted Advertising, it should also pre-set the notice and Opt-Out Signal (Targeted Advertising) available in the Colorado GPP string to "Not Applicable" (*i.e.*, TargetedAdvertisingOptOutNotice=0; TargetedAdvertisingOptOut=0).

4.   SIGNALING REQUIREMENTS FOR FIRST PARTIES IN OPT-OUT OPTION MODE.

4.1   Residents of Colorado, Connecticut, Delaware, Florida, Iowa, Indiana, Kentucky, Minnesota, Montanna, Nebraska, New Hampshire, New Jersey, Tennessee, Texas, Oregon, Rhode Island, Utah, and Virginia. The Signaling requirements in this section apply to a First Party operating in Opt-Out Option Mode that determines a Consumer is a resident of the abovementioned states listed under Section 4.1 of the Guidelines (and will not treat such Consumer as a U.S. National Consumer). All corresponding Signals should be set using the section of the GPP string reserved for residents of the applicable state.

(a)   Signaling How User Notice Is Provided. For a Consumer whom a First Party has determined is a resident of the states listed under Section 4.1 of the Guidelines, the MSPA requires the First Party to provide certain notices to the Consumer, as set forth in the Applicable State Privacy Law,[16] and to set Signals indicating whether they, in fact, provided the following notice to Consumers:

(i)   Notice of the Opportunity to Opt Out of the Sale of the Consumer's Personal Information. The sections of the GPP string reserved for residents of the states listed in Section 4.1 of the Guidelines each includes a field named "SaleOptOutNotice." If the First Party **did** provide the Consumer with notice of the opportunity to Opt Out of the First Party's Sales of Personal Information in compliance with the MSPA and Applicable State Privacy Law, it should set this Signal to "Yes" (SaleOptOutNotice=1). If the First Party **did not** provide the Consumer with this notice in compliance with the MSPA and Applicable State Privacy Law, it should set this Signal to "No" (SaleOptOutNotice=2). If the First Party did not provide the Consumer with this notice **because it does not Sell Personal Information**, it should set this Signal to "Not Applicable" (SaleOptOutNotice=0).

(1)   Interactions with Other Signals. If the First Party sets this Signal to "Not Applicable" (SaleOptOutNotice=0) **because it does not Sell Personal Information**, it should also set the Opt-Out Signal (Sale) to "Not Applicable" (SaleOptOut=0). *See* Section 4.1(b) below.

(ii)   Notice of the Opportunity to Opt Out of the Processing of the Consumer's Personal Information for Targeted Advertising. The sections of the GPP string reserved for residents of the states listed in Section 4.1 of the Guidelines each includes a field named "TargetedAdvertisingOptOutNotice." If the First Party **did** provide the Consumer with notice of the opportunity to Opt Out of the First Party's Processing of Personal Information for Targeted Advertising in compliance with the MSPA and Applicable State Privacy Law, it should set this Signal to "Yes" (TargetedAdvertisingOptOutNotice=1). If the First Party **did not** provide the Consumer with this notice in

---

[16] *See* MSPA Section 4.2(b).

compliance with the MSPA and Applicable State Privacy Law, it should set this Signal to "No" (TargetedAdvertisingOptOutNotice=2). If the First Party did not provide the Consumer with this notice **because it does not Process Personal Information for Targeted Advertising**, it should set this Signal to "Not Applicable" (TargetedAdvertisingOptOutNotice=0).

     (1) <u>Interactions with other Signals</u>. If the First Party sets this Signal to "Not Applicable" (TargetedAdvertisingOptOutNotice=0) **because it does not Process Personal Information for Targeted Advertising**, it must also set the Opt-Out Signal (Targeted Advertising) to "Not Applicable" (TargetedAdvertisingOptOut = 0). *See* Section 4.1(b) below.

     (iii) <u>Notice of Sharing of the Consumer's Personal Information with Third Parties</u>. The sections of the GPP string reserved for residents of the states listed in Section 4.1 of the Guidelines each includes a field named "SharingNotice." If the First Party **did** provide the Consumer with notice of the fact that the First Party shares Personal Information with Third Parties in compliance with the MSPA and Applicable State Privacy Law, it should set this Signal to "Yes" (SharingNotice=1). If the First Party **did not** provide the Consumer with this notice in compliance with the MSPA and Applicable State Privacy Law, it should set this Signal to "No" (SharingNotice=2). If the First Party did not provide the Consumer with this notice **because it does not share Personal Information with Third Parties**, it should set this Signal to "Not Applicable" (SharingNotice=0).

    (b) **Signaling User Choices**. The MSPA requires First Parties operating in Opt-Out Option Mode to provide Consumers with Choice Mechanisms that allow them to make choices regarding the First Party's Processing of their Personal Information under Applicable State Privacy Laws.[17] Depending on how a Consumer uses a Choice Mechanism, the First Party must set and send choice Signals using the GPP as follows:

     (i) <u>Opt-Out Signal (Sale)</u>. The sections of the GPP string reserved for residents of the states (excluding California) listed under Section 4.1 of the Guidelines each includes a field named "SaleOptOut." If a Consumer **did** Opt Out of Sales of Personal Information with the First Party, the First Party must set this Signal to "Yes" (SaleOptOut=1). If the Consumer **did not** Opt Out of such Sales, the First Party should set this Signal to "No" (SaleOptOut=2). If the First Party did not provide the Consumer with an opportunity to Opt Out of Sales **because it does not Sell Personal Information**, it must set this Signal to "Not Applicable" (SaleOptOut=0). If a First Party has set the Opt-Out Signal (Sale) to "Yes" (SaleOptOut=1) based on a Consumer's choice to Opt Out of Sales, the First Party may update the Consumer's choice by setting the Opt-Out Signal (Sale) to "No" (SaleOptOut=2) **only if** the Consumer has provided an Opt-Out Override to the First Party.

     (ii) <u>Opt-Out Signal (Targeted Advertising)</u>. The sections of the GPP string reserved for residents of the states (excluding California) listed under Section 4.1 of the Guidelines each includes a field named "TargetedAdvertisingOptOut." If a Consumer **did** Opt Out of the Processing of Personal Information for Targeted Advertising with the First Party, the First Party must set this Signal to "Yes" (TargetedAdvertisingOptOut =1). If the Consumer **did not** Opt Out of such Processing, the First Party should set this Signal to "No" (TargetedAdvertisingOptOut =2). If the First Party did not provide the Consumer with an opportunity to Opt Out of Targeted Advertising **because it does not Process Personal Information for Targeted Advertising**, it must set this Signal to "Not Applicable" (TargetedAdvertisingOptOut =0). If a First Party has set the Opt-Out Signal (Targeted Advertising) to "Yes"

---

[17] *See* MSPA Section 4.3.

(TargetedAdvertisingOptOut =1) based on a Consumer's choice to Opt Out of Targeted Advertising, the First Party may update the Consumer's choice by setting the Opt-Out Signal (Targeted Advertising) to "No" (TargetedAdvertisingOptOut =2) **only if** the Consumer has provided an Opt-Out Override to the First Party.

4.2   **California Residents**.

(a)   Signaling Requirements Using the GPP. The Signaling requirements in this section apply to a First Party operating in Opt-Out Option Mode that determines a Consumer is a resident of California, and all corresponding Signals should be set using the section of the GPP string reserved for California residents.

(i)   Signaling How User Notice Is Provided. For a Consumer whom a First Party has determined is a resident of California, the MSPA requires the First Party to provide certain notices to the Consumer as set forth in the CCPA.[18] First Parties must set Signals indicating whether they, in fact, provided such notice to Consumers using the GPP as follows:

(1)   Notice of the Opportunity to Opt Out of the Sale of the Consumer's Personal Information. The section of the GPP string reserved for California residents includes a field named "SaleOptOutNotice." If the First Party **did** provide the Consumer with this notice in compliance with the MSPA and the CCPA, it should set this Signal to "Yes" (SaleOptOutNotice=1). If the First Party **did not** provide the Consumer with this notice in compliance with the MSPA and the CCPA, it must set this Signal to "No" (SaleOptOutNotice=2). If the First Party did not provide the Consumer with this notice **because it does not Sell Personal Information**, it must set this Signal to "Not Applicable" (SaleOptOutNotice=0).

a.   Interactions with other Signals. If the First Party set this Signal to "Not Applicable" (SaleOptOutNotice=0) **because it does not Sell Personal Information**, it should also set the Opt-Out Signal (Sale) to "Not Applicable" (SaleOptOut = 0). *See* Section 4.2(a)(ii) below.

(2)   Notice of the Opportunity to Opt Out of the Sharing of the Consumer's Personal Information. The section of the GPP string reserved for California residents includes a field named "SharingOptOutNotice." If the First Party **did** provide the Consumer with this notice in compliance with the MSPA and the CCPA, it should set this Signal to "Yes" (SharingOptOutNotice=1). If the First Party **did not** provide the Consumer with this notice in compliance with the MSPA and the CCPA, it should set this Signal to "No" (SharingOptOutNotice=2). If the First Party did not provide the Consumer with this notice **because it does not Share Personal Information for Cross-Context Behavioral Advertising**, it should set this Signal to "Not Applicable" (SharingOptOutNotice=0).

a.   Interactions with other Signals. If the First Party sets this Signal to "Not Applicable" (SharingOptOutNotice=0) **because it does not Share Personal Information for Cross-Context Behavioral Advertising**, it should also set the Opt-Out Signal (Share) to "Not Applicable" (SharingOptOutNotice = 0). *See* Section 4.2(a)(ii) below.

(ii)   Signaling User Choices. The MSPA requires First Parties operating in Opt-Out Option Mode to provide Consumers with Choice Mechanisms that allow them to make choices about the First Party's Processing of their Personal Information under the CCPA, as applicable.[19] Depending on

---

[18] *See* MSPA Section 4.2(a).
[19] *See* MSPA Section 4.3(a).

how a Consumer uses a Choice Mechanism, the First Party must set and send Signals using the GPP as follows:

(1)   Opt-Out Signal (Sale). The section of the GPP string reserved for California residents includes a field named "SaleOptOut." If a Consumer **did** Opt Out of Sales of Personal Information with the First Party, the First Party must set this Signal to "Yes" (SaleOptOut=1). If the Consumer **did not** Opt Out of such Sales, the First Party should set this Signal to "No" (SaleOptOut=2). If the First Party did not provide the Consumer with an opportunity to Opt Out of Sales **because it does not Sell Personal Information**, it must set this Signal to "Not Applicable" (SaleOptOut=0). If a First Party has set the Opt-Out Signal (Sale) to "Yes" (SaleOptOut=1) based on a Consumer's choice to Opt Out of Sales, the First Party may update the Consumer's choice by setting the Opt-Out Signal (Sale) to "No" (SaleOptOut=2) **only if** the Consumer has provided an Opt-Out Override to the First Party.

(2)   Opt-Out Signal (Share). The section of the GPP string reserved for California residents includes a field named "SharingOptOut." If a Consumer **did** Opt Out of the Sharing of Personal Information with the First Party, the First Party must set this Signal to "Yes" (SharingOptOut=1). If the Consumer did **not** Opt Out of such Sharing, the First Party should set this Signal to "No" (SharingOptOut=2). If the First Party did not provide the Consumer with an opportunity to Opt Out of Sharing **because it does not Share Personal Information for Cross-Context Behavioral Advertising**, it should set this Signal to "Not Applicable" (SharingOptOut=0). If a First Party has set the Opt-Out Signal (Share) to "Yes" (SharingOptOut=1) based on a Consumer's choice to Opt Out of Sharing, the First Party may update the Consumer's choice by setting the Opt-Out Signal (Share) to "No" (SharingOptOut=2) **only if** the Consumer has provided an Opt-Out Override to the First Party.

4.3   MSPA U.S. National Section. The Signaling requirements in this section apply to a First Party operating in Opt-Out Option Mode that has elected to take the U.S. National Approach with respect to a Consumer.[20] All corresponding Signals should be set using the section of the GPP string reserved for U.S. National Approach. If elected, Signatories and Certified Partners must at all times use only the MSPA U.S. National Section with other Signatories and Certified Partners.

(a)   Signaling How User Notice Is Provided. For a U.S. National Consumer, the MSPA requires the First Party to provide certain notices to the Consumer as if the Consumer were a resident of each and every Applicable Jurisdiction, excluding Florida.[21] First Parties must set Signals using the GPP indicating whether they, in fact, provided such notice to U.S. National Consumers as follows:

(i)   Notice of the Opportunity to Opt Out of the Sale of the Consumer's Personal Information. The section of the GPP string reserved for the U.S. National Approach includes a field named "SaleOptOutNotice."   If the First Party **did** provide the Consumer with notice of the opportunity to Opt Out of Sales in compliance with the MSPA, it should set this Signal to "Yes" (SaleOptOutNotice=1). If the First Party **did not** provide the Consumer with this notice in compliance with the MSPA, it must set this Signal to "No" (SaleOptOutNotice=2). If the First Party did not provide the Consumer with this notice **because it does not Sell Personal Information**, it should set this Signal to "Not Applicable" (SaleOptOutNotice=0).

---

[20] *See* MSPA Section 1.89.
[21] *See* MSPA Section 4.2(c).

(1)   Interactions with other Signals. If the First Party sets this Signal to "Not Applicable" (SaleOptOutNotice=0) **because it does not Sell Personal Information**, it should also set the Opt-Out Signal (Sale) to "Not Applicable" (SaleOptOut=0). *See* Section 4.3(b) below.

(ii)   Notice of Sharing of the Consumer's Personal Information with Third Parties. The section of the GPP string reserved for the U.S. National Approach includes a field named "SharingNotice." If the First Party **did** provide the Consumer with notice of the fact that the First Party shares Personal Information with Third Parties in compliance with the MSPA, it should set this Signal to "Yes" (SharingNotice=1). If the First Party **did not** provide the Consumer with this notice in compliance with the MSPA, it must set this Signal to "No" (SharingNotice=2). If the First Party did not provide the Consumer with this notice **because it does not share Personal Information with Third Parties**, it should set this Signal to "Not Applicable" (SharingNotice=0).

(iii)   Notice of the Opportunity to Opt Out of the Sharing of the Consumer's Personal Information. The section of the GPP string reserved for the U.S. National Approach includes a field named "SharingOptOutNotice." If the First Party **did** provide the Consumer with notice of the opportunity to Opt Out of Sharing in compliance with the MSPA, it should set this Signal to "Yes" (SharingOptOutNotice=1). If the First Party **did not** provide the Consumer with this notice in compliance with the MSPA, it must set this Signal to "No" (SharingOptOutNotice=2). If the First Party did not provide the Consumer with this notice **because it does not Share Personal Information for Cross-Context Behavioral Advertising**, it should set this Signal to "Not Applicable" (SharingOptOutNotice=0).

(1)   Interactions with other Signals. If the First Party sets this Signal to "Not Applicable" (SharingOptOutNotice=0) **because it does not Share Personal Information for Cross-Context Behavioral Advertising**, it should also set the Opt-Out Signal (Share) to "Not Applicable" (SharingOptOut=0). *See* Section 4.3(b) below.

(iv)   Notice of the Opportunity to Opt Out of the Processing of the Consumer's Personal Information for Targeted Advertising. The section of the GPP string reserved for the U.S. National Approach includes a field named "TargetedAdvertisingOptOutNotice." If the First Party **did** provide the Consumer with notice of the opportunity to Opt Out of the First Party's Processing of Personal Information for Targeted Advertising in compliance with the MSPA, it should set this Signal to "Yes" (TargetedAdvertisingOptOutNotice=1). If the First Party **did not** provide the Consumer with this notice in compliance with the MSPA, it must set this Signal to "No" (TargetedAdvertisingOptOutNotice=2). If the First Party did not provide the Consumer with this notice **because it does not Process Personal Information for Targeted Advertising**, it should set this Signal to "Not Applicable" (TargetedAdvertisingOptOutNotice =0).

(1)   Interactions with other Signals. If the First Party sets this Signal to "Not Applicable" (TargetedAdvertisingOptOutNotice=0) **because it does not Process Personal Information for Targeted Advertising**, it should also set the Opt-Out Signal (Targeted Advertising) to "Not Applicable" (TargetedAdvertisingOptOut=0). *See* Section 4.3(b) below.

(b)   Signaling User Choices. The MSPA requires a First Party operating in Opt-Out Option Mode to provide Consumers with Choice Mechanisms that allow them to exercise choice regarding

the First Party's Processing of Personal Information.[22]   Depending on how a Consumer uses Choice Mechanisms, the First Party must set and send choice Signals using the GPP as follows:

(i)   Opt-Out Signal (Sale). The section of the GPP string reserved for the U.S. National Approach includes a field named "SaleOptOut." If a Consumer **did** Opt Out of Sales of Personal Information with the First Party, the First Party must set this Signal to "Yes" (SaleOptOut=1).   If the Consumer **did not** Opt Out of such Sales, the First Party should set this Signal to "No" (SaleOptOut=2). If the First Party did not provide the Consumer with an opportunity to Opt Out of Sales **because it does not Sell Personal Information**, it should set this Signal to "Not Applicable" (SaleOptOut=0). If a First Party has set the Opt-Out Signal (Sale) to "Yes" (SaleOptOut=1) based on a Consumer's choice to Opt Out of Sales, the First Party may update the Consumer's choice by setting the Opt-Out Signal (Sale) to "No" (SaleOptOut=2) **only if** the Consumer has provided an Opt-Out Override to the First Party.

(ii)   Opt-Out Signal (Share). The section of the GPP string reserved for the U.S. National Approach includes a field named "SharingOptOut." If a Consumer **did** Opt Out of the Sharing of Personal Information with the First Party, the First Party must set this Signal to "Yes" (SharingOptOut=1). If the Consumer **did not** Opt Out of such Sharing, the First Party must set this Signal to "No" (SharingOptOut=2). If the First Party did not provide the Consumer with an opportunity to Opt Out of Sharing **because it does not Share Personal Information for Cross-Context Behavioral Advertising**, it must set this Signal to "Not Applicable" (SharingOptOut=0). If a First Party has set the Opt-Out Signal (Share) to "Yes" (SharingOptOut=1) based on a Consumer's choice to Opt Out of Sharing, the First Party may update the Consumer's choice by setting the Opt-Out Signal (Share) to "No" (SharingOptOut=2) **only if** the Consumer has provided an Opt-Out Override to the First Party.

(iii)   Opt-Out Signal (Targeted Advertising). The section of the GPP string reserved for the U.S. National Approach includes a field named "TargetedAdvertisingOptOut." If a Consumer **did** Opt Out of the Processing of Personal Information for Targeted Advertising with the First Party, the First Party must set this Signal to "Yes" (TargetedAdvertisingOptOut=1). If the Consumer **did not** Opt Out of such Processing, the First Party should set this Signal to "No" (TargetedAdvertisingOptOut=2). If the First Party did not provide the Consumer with an opportunity to Opt Out of Targeted Advertising **because it does not Process Personal Information for Targeted Advertising**, it must set this Signal to "Not Applicable" (TargetedAdvertisingOptOut=0).   If a First Party has set the Opt-Out Signal (Targeted Advertising) to "Yes" (TargetedAdvertisingOptOut=1) based on a Consumer's choice to Opt Out of Targeted Advertising, the First Party may update the Consumer's choice by setting the Opt-Out Signal (Targeted Advertising) to "No" (TargetedAdvertisingOptOut=2) **only if** the Consumer has provided an Opt-Out Override to the First Party.

4.4   **Consent Signal (Secondary Use Limitation)**. The section of the GPP string is used when the First Party determines a Consumer is a resident of California, Colorado, Connecticut, Delaware, Florida, Indiana, Kentucky, Minnesota, Montana, Nebraska, New Hampshire, New Jersey, Oregon, Rhode Island, Tennessee, Texas, or Virginia, or when the First Party takes a U.S. National Approach. The string includes fields named "PersonalDataConsents" or "AdditionalDataProcessingConsent." In accordance with the MSPA and the Applicable State Laws,[23] First Parties that determine that their Processing

---

[22] *See* MSPA Section 4.3(c).

[23] *See* Cal. Code Regs. Tit. 11, § 7002, Colo. Rev. Stat. 6-1-1308(4), Conn. Gen. Stat. § 42-520(a)(2), Del. Code Ann. tit. 6, § 12D-106(a)(2), Fla. Stat. § 501.71(2)(a)), Ind. Code Ann. § 24-15-4-1(2), Kentucky Act Sec. 4(1)(b), Minn. Stat. § 325O.07 Sub. 2(b), Mont. Code § 30-14-2809(b), Nebraska Act Sec. 12(2)(a), N.H. Rev. Stat. 507H:6.I(b), New Jersey

(including Selling or Sharing) of Personal Information for Digital Advertising Activities that necessitates Consent to fulfill the Secondary Use Limitation must prompt a Consumer for the Consumer's Consent before undertaking such Processing. If the Consumer **provides** the First Party with Consent for the relevant Digital Advertising Activities, the First Party should set the Consent Signal (Secondary Use Limitation) to "Yes" (PersonalDataConsents=2 or AdditionalDataProcessingConsent=2). If the Consumer **withholds or withdraws** such Consent, the First Party must set Consent Signal (Secondary Use Limitation) to "No" (PersonalDataConsents=1 or AdditionalDataProcessingConsent=1). If the First Party did not prompt the Consumer for Consent **because the First Party's Processing of the Consumer's Personal Information does not necessitate Consent to fulfill the Secondary Use Limitation**, it should set this Signal to "Not Applicable" (PersonalDataConsents =0 or AdditionalDataProcessingConsent=0).

5.   **SIGNALING REQUIREMENTS FOR DOWNSTREAM PARTICIPANTS**

5.1   Retrieving and Passing Signals Made Available by other Signatories or Certified Partners. A Downstream Participant engaged in a Covered Transaction must use commercially reasonable efforts to retrieve Signals made available by another Participant in connection with that transaction, and, if applicable, must pass those Signals to other Signatories or Certified Partners using the following mechanisms, as applicable:

(a)   Consent Management Platform API.[24]

(b)   The "Object: Regs," which contains any known legal, governmental, or industry regulations that are in effect, made available by a First Party in the oRTB specification.[25]

(c)   Macros and/or URL parameters.[26]

(d)   Other reasonable and uniform method specified by the Signatory or Certified Partner providing the Signals to associate with the Consumers to whom they relate, if such SIgntory or Certified Partner uses Manual Transmissions of Personal Information for a Covered Transaction (e.g., batch file/server-to-server transfers of data). For instance, a First Party might add a column for GPP strings in a structured data file, where each row corresponds to an individual Consumer or device.

5.2   Honoring Signals Received from Other Signatories or Certified Partners.   When a Downstream Participant receives GPP Signals from another Participant in connection with a Covered Transaction, it must honor those Signals in accordance with the MSPA and Applicable State Privacy Law as follows:

Act Sec. 9(a)(2), Oregon Act Sec. 5(1)(a) and 5(2)(a), Rhode Island Act 6-48.1-7(s), Tenn. Code Ann. 47-18-3305(a)(2), Tex. Bus. & Com. Code § 541.101(b)(1), and Virginia Code 59.1-578(A)(2).

[24] https://github.com/InteractiveAdvertisingBureau/Global-Privacy-Platform/blob/main/Core/CMP%20API%20Specification.md

[25] *See* https://github.com/InteractiveAdvertisingBureau/AdCOM/blob/master/AdCOM%20v1.0%20FINAL.md#object--regs-

[26] https://github.com/InteractiveAdvertisingBureau/Global-Privacy-Platform/blob/main/Core/Consent%20String%20Specification.md#how-does-a-url-based-service-process-the-gpp-string-when-it-cant-execute-javascript

(a)   Covered Transactions. If a Downstream Participant receives an MSPA Transaction Signal set to "Yes" it must treat the relevant transaction as a Covered Transaction under the MSPA.

(b)   Jurisdiction. If Downstream Participant receives Signals in a section of the GPP string reserved for residents of a particular state (or for U.S. National Consumers), it must treat that as an indication that the First Party has reasonably determined that the Consumer to whom the Signal relates is a resident of the corresponding state (or that the First Party has elected to treat the Consumer as a U.S. National Consumer) for purposes of the Covered Transaction.

(c)   Service Provider Mode Signals. If a Downstream Participant receives a Service Provider Mode Signal set to "Yes," it must act as a Service Provider for the relevant First Party (or First Parties) for the Covered Transaction to which the Signal relates.[27]

(d)   Opt-Out Option Mode Signals. If a Downstream Participant receives an Opt-Out Option Mode Signal set to "Yes" as part of a Covered Transaction, it must comply with the corresponding requirements under the MSPA[28] and Applicable State Privacy Law as follows:

(i)   Opt-Out Signal (Sale). The MSPA regulates how Downstream Participants are permitted to Process Consumer Personal Information depending on whether a First Party Sells Personal Information, and, if it does Sell Personal Information, whether a Consumer has Opted Out of such Sales. The Opt-Out Signal (Sale) carries this information using the GPP field named "SaleOptOut" (each section of the GPP string reserved for residents of different states and the section for U.S. National Consumers includes the SaleOptOut field). If a Downstream Participant receives an Opt-Out Signal (Sale) set to:

(1)   "No" (SaleOptOut=2), it should treat such Signal as indicating that the Consumer to whom the Signal relates **has not** Opted Out of Sales of Personal Information.[29]

(2)   "Yes" (SaleOptOut=1), it must treat such Signal as indicating that the Consumer to whom the Signal relates **has** Opted Out of Sales of Personal Information.[30]

(3)   "Not Applicable" (SaleOptOut=0), it must act as a Service Provider for the Covered Transaction to which the Signal relates for the relevant First Party (or First Parties) under the MSPA.[31]

(ii)   Opt-Out Signal (Share). The MSPA regulates how Downstream Participants are permitted to Process Consumer Personal Information depending on whether a Consumer has Opted Out of a First Party's Sharing of such information for Cross-Context Behavioral Advertising. The Opt-Out Signal (Share) carries this information using the field named "SharingOptOut" (the GPP string section reserved for residents of California and the section for U.S. National Consumers includes the SharingOptOut field for this purpose). If a Downstream Participant receives an Opt-Out Signal (Share) set to:

---

[27] *See* MSPA Section 8.1(b).
[28] *See* MSPA Section 7.2 and 7.3.
[29] *See* MSPA Sections 7.2(a)(i), 7.2(a)(iii), 7.2(b)(i), 7.2(b)(iii), 7.2(c)(i), and 7.2(c)(iii).
[30] *See* MSPA Sections 7.2(a)(ii), 7.2(a)(iv), 7.2(b)(ii), 7.2(b)(iv), 7.2(c)(ii), and 7.2(c)(iv).
[31] *See* MSPA Section 8.1(a).

(1) "No" (SharingOptOut=2), it should treat such Signal as indicating that the Consumer to whom the Signal relates **has not** Opted Out of Sharing of Personal Information for Cross-Context Behavioral Advertising.[32]

(2) "Yes" (SharingOptOut=1), it must treat such Signal as indicating that the Consumer to whom the Signal relates **has** Opted Out of Sharing of Personal Information for Cross-Context Behavioral Advertising.[33]

(3) "Not Applicable" (SharingOptOut=0), it may not Process the Personal Information for Cross-Context Behavioral Advertising.[34]

(iii) <u>Opt-Out Signal (Targeted Advertising)</u>. The MSPA regulates how Downstream Participants are permitted to Process Consumer Personal Information depending on whether a Consumer has Opted Out of the Processing of such information for Targeted Advertising. The Opt-Out Signal (Targeted Advertising) carries this information using the field named "TargetedAdvertisingOptOut" (the GPP string reserved for residents of Applicable Jurisdictions (EC), and the section for U.S. National Consumers each includes the TargetedAdvertisingOptOut field for this purpose). If a Downstream Participant receives an Opt-Out Signal (Targeted Advertising) set to:

(1) "No" (TargetedAdvertisingOptOut=2), it should treat such Signal as indicating that the Consumer to whom the Signal relates **has not** Opted Out of the Processing of Personal Information for Targeted Advertising.[35]

(2) "Yes" (TargetedAdvertisingOptOut=1), it must treat such Signal as indicating that the Consumer to whom the Signal relates **has** Opted Out of the Processing of Personal Information for Targeted Advertising.[36]

(3) "Not Applicable" (TargetedAdvertisingOptOut=0), it may not Process the Personal Information for Targeted Advertising.[37]

(iv) <u>Consent Signal (Secondary Use Limitation)</u>. The MSPA regulates how Downstream Participants are permitted to Process Consumer Personal Information depending on whether a Consumer has Consented to the Processing of such information for Digital Advertising Activities that necessitate Consent to fulfill the Secondary Use Limitation. If a Downstream Participant is Processing the Personal Information of a Consumer in connection with a Covered Transaction carried out in Opt-Out Option Mode with Signals indicating the Consumer is a resident of California, Colorado, Connecticut, Delaware, Florida, Indiana, Kentucky, Minnesota, Montana, Nebraska, New Hampshire, New Jersey, Oregon, Rhode Island, Tennessee, Texas, or Virginia, or if the First Party is operating under the U.S. National Approach, and if the Downstream Participant receives a Consent Signal (Secondary Use Limitation) set to:

---

[32] *See* MSPA Sections 7.2(a)(i), 7.2(a)(iv), 7.2(c)(i), and 7.2(c)(iv).
[33] *See* MSPA Sections 7.2(a)(ii), 7.2(a)(iii), 7.2(c)(ii), and 7.2(c)(iii).
[34] *See* MSPA Section 7.2(a).
[35] *See* MSPA Sections 7.2(b)(i), 7.2(b)(iv), 7.2(c)(i), and 7.2(c)(iv).
[36] *See* MSPA Sections 7.2(b)(ii), 7.2(b)(iii), 7.2(c)(ii), and 7.2(c)(iii).
[37] *See* MSPA Section 7.2(d).

(1) "No" (PersonalDataConsents=1 or AdditionalDataProcessingConsent=2), it should treat such Signal as indicating that the Consumer to whom the Signal relates has not Consented to the Processing of Personal Information for Digital Advertising Activities that are not reasonably necessary to, proportionate to, or compatible with the purpose(s) for which the Personal Information was initially collected.[38]

(2) "Yes" (PersonalDataConsents=2 or AdditionalDataProcessingConsent=1), it must treat such Signal as indicating that the Consumer to whom the Signal relates has Consented to the Processing of Personal Information for Digital Advertising Activities that are not reasonably necessary to, proportionate to, or compatible with the purpose(s) for which the Personal Information was initially collected.[39]

(3) "Not Applicable" (PersonalDataConsents =0 or AdditionalDataProcessingConsent=0), it should treat such Signal as indicating that the First Party's Processing of the Consumer's Personal Information does not necessitate Consent to fulfill the Secondary Use Limitation.

---

[38] *See* MSPA Sections 7.3(a)(ii) and 7.3(b)(ii).
[39] *See* MSPA Sections 7.3(a)(i) and 7.3(b)(i).

APPENDIX A - CHANGE LOG

- **Version 1.0 (December 1, 2022)**
- **Version 1.1 (July 5, 2023)**
    - Extended support for U.S. privacy Signals under the MSPA until September 30, 2023.
    - Addressed conflicting opt-out Signals involving Global Opt Outs.
    - Updated references to account for latest MSPA amendment.
    - Updated references to account for finalization of the CCPA regulations.
    - Corrected typos and other errata.
- **Version 1.2 (August 31, 2023)**
    - Extended support for U.S. privacy Signals under the MSPA until January 31, 2024
- **Version 1.3 (January 26, 2024)**
    - Extended support for U.S. privacy Signals under the MSPA until April 30, 2024
- **Version 1.4 ([DATE])**
    - Updated reference to account for new privacy laws in Florida, Iowa, Indiana, Kentucky, Minnesota, Montana, Nebraska, New Hampshire, New Jersey, Oregon, Rhode Island, Tennessee, and Texas.