

AOP Cookie Consortium for Vendors

Maintain unfettered access to UK publisher environments with one-time declaration of your tracking technologies via an easy-to-use platform.

Centralized cookie information for publisher use

Welcome to the AOP Cookie Consortium, a one-stop-location for digital vendors to declare their tracking technologies and acknowledge the AOP Protocol, information for publishers to use when engaging advertising vendors. Representing vendors executing on AOP publisher member websites, the Cookie Compliance program provides your publisher clients with the information they need to satisfy their GDPR and ePrivacy obligations. Your ability to provide this information is critical to ensuring you can reach as much demand as possible.

Supported by The Media Trust, the AOP Cookie Consortium continuously scans all AOP publisher websites to identify executing vendors and their cookies. This information is presented to you via the Digital Vendor Risk Management (DVRM) platform for your review and accessed by publishers to incorporate into their data privacy programs.

How it works - 5 simple steps

1. Access the platform with provided credentials
 - Need credentials? Request them at certifications@ukaop.org
2. Complete your Company Profile: From the 'Vendor Management' screen, select 'Explore' to provide critical background information about your organization to share with AOP publishers. *[Image 1]*
3. Verify Data Trackers: Access 'Data Trackers' section to review existing data and input additional tracking information for cookies not yet detected in the AOP publisher ecosystem. *[Image 2]*



Image 1: Complete fields

Input information about the data tracking mechanisms utilized by your company, including how to identify the tracker, a description of what data it collects, and an overarching classification of its purpose. Those trackers detected by The Media Trust will be displayed automatically. Other trackers can be manually submitted using the "Manually Submit Cookie" option. This information is shared only with those vendors you are connected to.

All of our data tracking mechanisms appear below? Yes No Save

DOMAIN DETECTED	BROWSER COOKIE NAME	TYPE	LIFESPAN	DEFINITION	DATA CLASSIFICATION	SOURCE	EDIT
finance.com	rtb.finance.com	Browser Cookie	1 year(s)	we mark our visitors and clients, we work on bespoke GDPR (IP OVVIC2) + bidrequestid(adexchange), so we exchange also data with other adexchange...	Identifiers, Performance, Shared Data	user-defined	Edit
finance.com	-	Device Fingerprint	1 year(s)	after login we are match cookies with crm-id	Identifiers	user-defined	Edit
finance.com	tuuid	-	2 years	-	-	scanned	Edit
finance.com	tuuid_last_update	-	2 years	-	-	scanned	Edit
finance.com	bsw_sid	-	2 years	-	-	scanned	Edit

Image 2: Review detected cookies and declare additional tracking technologies not yet detected in AOP publisher environments.

4. Connect with AOP within 5 business days: Select the people icon in the upper right, black tool bar and click on the blue 'Connect' button [Image 3]
 - NOTE: Connection is required in order to view AOP Protocols [step 5]

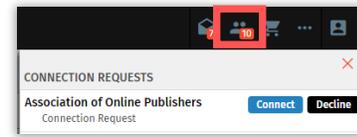


Image 3: Connect with AOP

5. Review Protocols: Access the AOP protocols and register your response:
 - From the Vendor Management screen, select the "Association of Online Publishers" tile [Image 4]
 - If connected, you will see the protocols
 - If *not* connected, you will be asked to connect prior to accessing the protocols
 - NOTE: You may have additional policies from other publishers
 - View policies and select one of the 2 available choices:
 - Acknowledge and accept the policy
 - Acknowledge receipt

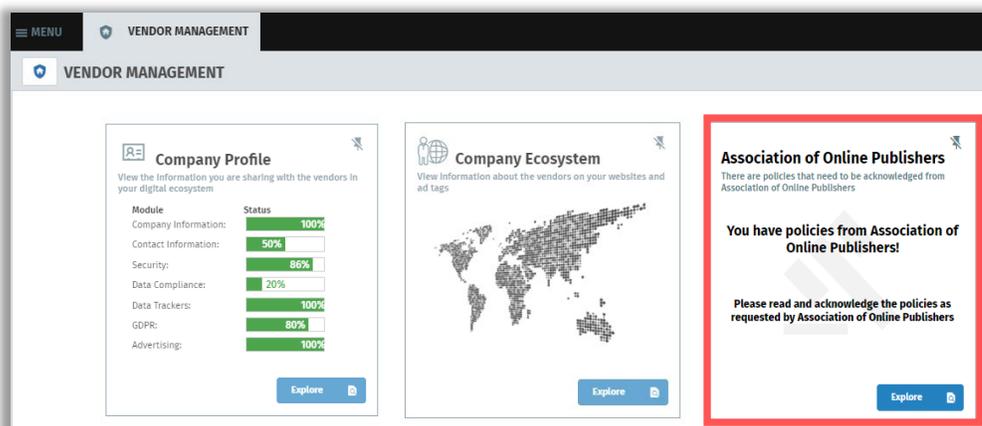


Image 4: Access and acknowledge AOP Protocol via the Vendor Management screen

Using each vendor's declared information, AOP will classify the data tracking technology. NOTE: AOP will only approve vendors if the protocol is acknowledged *and* the cookies are properly classified.

Need help?

Ask how you can see information specific to your digital environment and help resolve errors affecting data privacy and the overall user experience: certifications@UKAOP.org

Contact us today at info@themediatrust.com.