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Evidon Universal Consent

Enabling UCP in Adobe Launch

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Overview

The Evidon Universal Consent Platform (UCP) is now available as an Adobe Launch (Launch) Extension. This document outlines the process of adding and configuring the UCP Extension on your Launch property.

The UCP is a Consent Management Platform. Its purpose is to make it easier for your organization to comply with privacy focused regulations such as the GDPR in the EU and the upcoming CCPA in California (US). You will use the UCP as the mechanism to ask your users for consent and, when that is received, communicate those choices back to the Launch platform to confirm when it is legal to run things like advertisements from the platform.

Before You Start

Since the UCP will be used as the mechanism to help you comply with various privacy regulations, you need to make sure you have everything in place to facilitate this process. You are going to put a privacy gate in front of some or all your other Launch extensions, so you need to make sure you understand which items need that gate and what the conditions are for opening the gate.

The good news is no matter how you choose to comply with the privacy regulations, everything we are suggesting for setting up UCP is what you would need to have in place regardless.

Here is what you should have:

1. The list of all the extensions you are going to run in the Launch platform.
2. Of that list, the ones that need to be placed behind the consent wall.
3. Determine how granular are you going to allow consent. The UCP allows for the following levels:
    a. **Global**, or all or nothing consent. The user either allows or denies permission to all items.
    b. **Category**. When you set up your vendors you put them into category buckets (Advertising, Analytics, etc.). You can allow consent to be collected at that level, which would cascade to all vendors in that category.
    c. **Vendor**. This is the individual tag vendors (Adobe Analytics, Media Math, etc.). You can allow consent to be given on a vendor by vendor basis.
4. Determine how will your website react in the "dead" time between when you ask for consent and when consent is granted. During this time no signal will be passed and anything behind the consent wall will just sit there. How will you prepare for this?

We recommend creating a spreadsheet of your Launch extensions with the ones you are going to set up behind the consent wall marked as well as the level of consent granularity (Global, Category, or Vendor) you need for each.

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Best Practices

We have worked with several customers over the years to help set up their tag management systems for consent purposes. In that time, we have seen some patterns we will share here. Note, these are just suggestions based on experience. None are required to make the UCP system work.

Set up Rules at the Tag/Vendor Level

Change is the one thing that is consistent in the many configurations we have seen. One change we often see is the addition of vendor-specific rules, so we recommend making this the default. For example, say you use Acme Advertising on your site. At first, it is on every page, all the time. But then a regulation comes out that says that tag needs consent, so now you must add a consent rule to that tag. Then you decide to only run Acme Advertising in the product section of your site and use other advertisers in other sections. As you can see, the logic for when Acme Advertising is used can rapidly get out of control.

Name Your Rules with Descriptive Text

This is a little difficult but try to use a good description for the rule name as much as you can. For example, "Acme Advertising Needs Consent Run in Products". Rule names like this let you scan the names and quickly learn what conditions are in the rule without having to open it. If there are a lot of conditions this may not be possible, but it will save you a good deal of clicking into things if or when rules need to change.

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UCP Extension Functionality

As mentioned before, the UCP is a consent management platform. The functionality exposed is designed to gather consent from your users and pass those consent signals back to the rest of the Launch platform so you can respond accordingly. To that end, the UCP exposes the following functionality:

Events

consentReceived

   Triggered when consent is detected. This will happen in a couple of circumstances. If a new user arrives at your site and grants consent this event will trigger. If a returning user, who has already consented, arrives at your site this event will also trigger. This event is set to only trigger one time.

consentDeclined

   Occurs if a user actively declines to give consent on your site. This event will only trigger if a user in a currently "unconsented" state actively declines to give consent.

consentClosed

   Occurs if the user closes the consent gathering UI without making a choice. Typically, this can only happen by hitting the "close" icon in the top-right corner.

consentWithdrawn

   Occurs when a user in a "consented" state then withdraws their consent, putting them back into an "unconsented" or "undecided" state.

consentChanged

   Occurs when a user who has granted consent changed their consent preferences. For example, if a user has consented to Adobe Analytics and then changes their preferences to not allow Adobe Analytics.

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Conditions

userHasConsented

Global flag indicating whether the user has consented or not. This is good to use as a secondary condition check on things like the consentReceived event. Or it can be used on other rules where you need to check for the consent indicator.

isCategoryConsented

This condition is set up on a per-category basis and will indicate if the specified category has been consented to by the active user.

isVendorConsented

This condition is set up on a per-vendor basis and will indicate if the specified vendor has been consented to by the active user.

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Adding the Extension to Your Launch Platform

1. Log into your Launch platform.
2. Go into the Extensions section
3. Search for "Evidon"
4. Select the Evidon Universal Consent Platform extension
5. Click the Install option

When the extension is added to your platform you are going to need to add your Evidon Customer Identifier into the extension to enable it. There are instructions in the extension on how to get that id value from the Evidon Privacy Application.

Once it is added you are going to need to set up a rule that instructs the UCP to be added to every page of your site. To do that we recommend the following configuration:
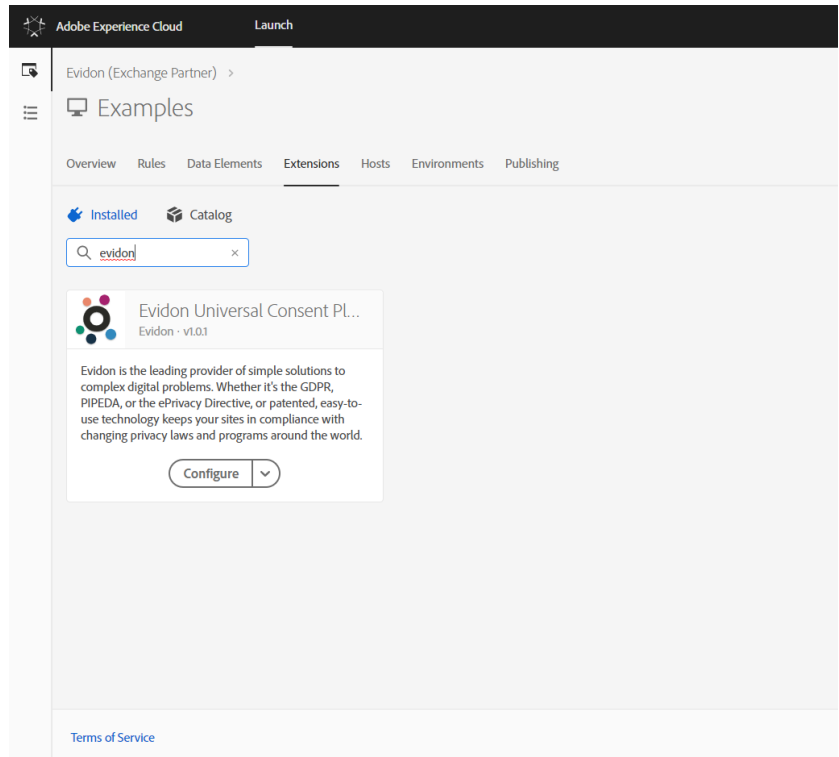
Steps

1. Go into your Rules section
2. Click the Add Rule button
3. Name your rule: "Evidon Universal Consent"
4. In the Events section click the Add option
5. Leave the Extension option to Core
6. In the Event Type scroll to the Page Load section and pick the DOM Ready option
7. You can leave the Conditions section blank
8. In the Actions section click the Add option
9. In the Extension section pick the Evidon Universal Consent Platform extension
10. In the Action Type select Write Script
11. Save the rule

The rule that was just created will instruct the Evidon UCP Script to be added to your site pages every time the page loads.

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Sample Rule Configurations

This section will walk through 3 sample rule scenarios. Each of these scenarios revolves around a made-up "Acme Advertiser" extension. As we mentioned before, we believe it is a best practice to set up Vendor/Tag specific rules, so we are going to walk through 3 variations of setting up the rule to run the Acme Advertising extension based on consent. To complete the scenario, Acme Advertising has the Advertising category assigned to it in the UCP.

Scenario 1: Global Consent

Steps:

1. Go into your Rules section
2. Click the Add Rule button
3. Name your Rule: "Acme Advertiser"
4. In the Events section click the Add option
5. Set the Extension to Evidon Universal Consent Platform
6. Set the Event Type to Consent Received
7. Save the Event.
8. Repeat Steps 4-7 but select the Consent Changed event type
9. Under Conditions click on Add
10. Select the Evidon Universal Consent extension
11. Select the User Has Consented condition type
12. Save the Condition
13. Under Actions click on Add
14. Select the Acme Advertising extension (Note: This is for the purpose of this example. This doesn't exist)
15. Select the appropriate action to take after consent is received
16. Save the action
17. Save your rule

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Scenario 2: Category Consent

Steps:

1. Go into your Rules section
2. Click the Add Rule button
3. Name your Rule: "Advertising Category"
4. In the Events section click the Add option
5. Set the Extension to Evidon Universal Consent Platform
6. Set the Event Type to Consent Received
7. Save the Event.
8. Repeat Steps 4-7 but select the Consent Changed event type
9. Under Conditions click on Add
10. Select the Evidon Universal Consent extension
11. Select the Is Category Consented condition type
12. In the input put in "advertising"
13. Save the Condition
14. Under Actions click on Add
15. Select the Acme Advertising extension
16. Select the appropriate action to take after consent is received
17. Save the action
18. Save your rule

Scenario 3: Vendor Consent

Steps:

1. Go into your Rules section
2. Click the Add Rule button
3. Name your Rule: "Acme Advertiser"
4. In the Events section click the "Add" option
5. Set the Extension to Evidon Universal Consent Platform
6. Set the Event Type to Consent Received
7. Save the Event.
8. Repeat Steps 4-7 but select the Consent Changed event type
9. Under Conditions click on Add
10. Select the Evidon Universal Consent extension
11. Select the Is Vendor Consented condition type
12. In the input put in "acme-advertising"
13. Save the condition
14. Under Actions click on Add
15. Select the Acme Advertising extension
16. Select the appropriate action to take after consent is received
17. Save the action
18. Save your rule