Huawei – Mopub Mediation
Child Protection

On Mopub platform, there is a mandatory condition about COPPA. Mopub obliges the application to beadded to the platform to target 13 years and older. If the app is aimed at under 13 years old, it is not possible to add the app to the Mopub platform.
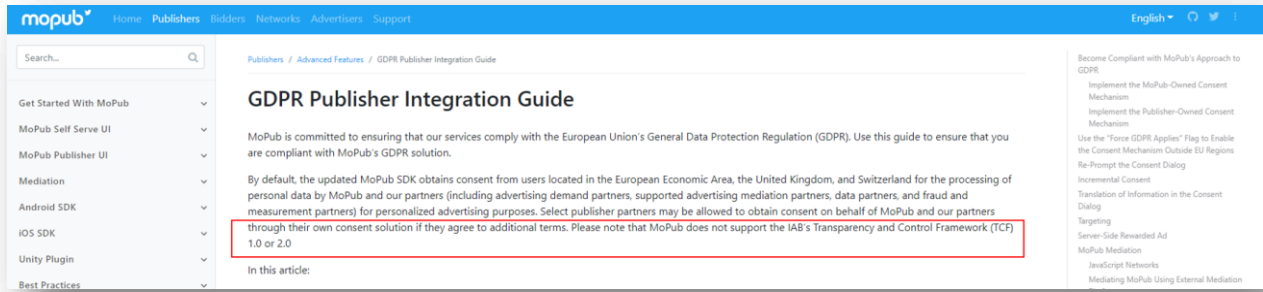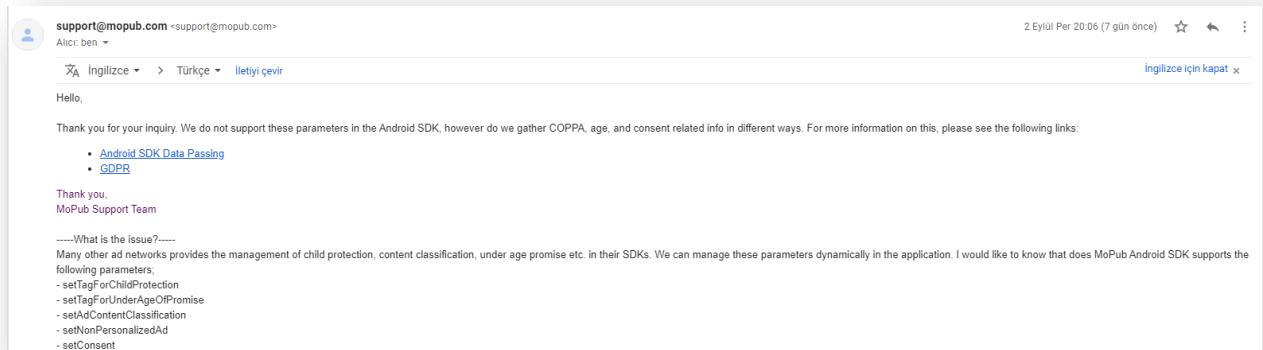
There is a screenshot from [Mopub Official web page](#): "*Please note that MoPub does not support the IAB's Transparency and Control Framework (TCF) 1.0 or 2.0*"

A reply from Mopub about child protection:

The links from the email:

https://developers.mopub.com/publishers/android/data-passing/

https://developers.mopub.com/publishers/android/gdpr/

Custom event data

```
{
  "adUnitID": "111",  <-- Required
  "appid":"222",
  "tagForChildProtection": "false",
  "tagUnderAgeOfPromise": "false",
  "tagAdContentClassification": "false",
  "tagConsentString": "false",
  "orientation_preference" : "1"
  "ad_choices_placement" : "1"
  "swap_margins" : "1"
}
```

There are our Mopub mediation's custom event data parameters. Those keys are handled and set on Huawei Ads side for child protection.

- **tagForChildProtection** : Sets the tag for child-directed content, to comply with the Children's Online Privacy Protection Act (COPPA).
    - <u>true</u>: You want your ad content to be COPPA-compliant (interest-based ads and remarketing ads will be disabled for the ad request).
    - <u>false</u>: You do not want your ad content to be COPPA-compliant.
- **tagUnderAgeOfPromise**: Sets the tag for users in the European Economic Area (EEA) under the age of consent, to comply with the General Data Protection Regulation (GDPR). Ad requests with this tag enabled will be unable to obtain personalized ads.
    - <u>true</u>: You want the ad request to meet the ad standard for users under the age of consent.
    - <u>false</u>: You do not want the ad request to meet the ad standard for users under the age of consent.
- **tagAdContentClassification**: Sets the maximum ad content rating for the ad requests of your app. The ads obtained using this method have a content rating at or below the specified one.
    - <u>w</u>: content suitable for widespread audiences.
    - <u>pi</u>: content suitable for audiences under parental instructions.
    - <u>j</u>: content suitable for junior and older audiences.
    - <u>a</u>: content suitable only for adults.
- **tagConsentString**: Sets the user consent string that complies with TCF 2.0.

Note: Also all values can be set dynamically on code side.