

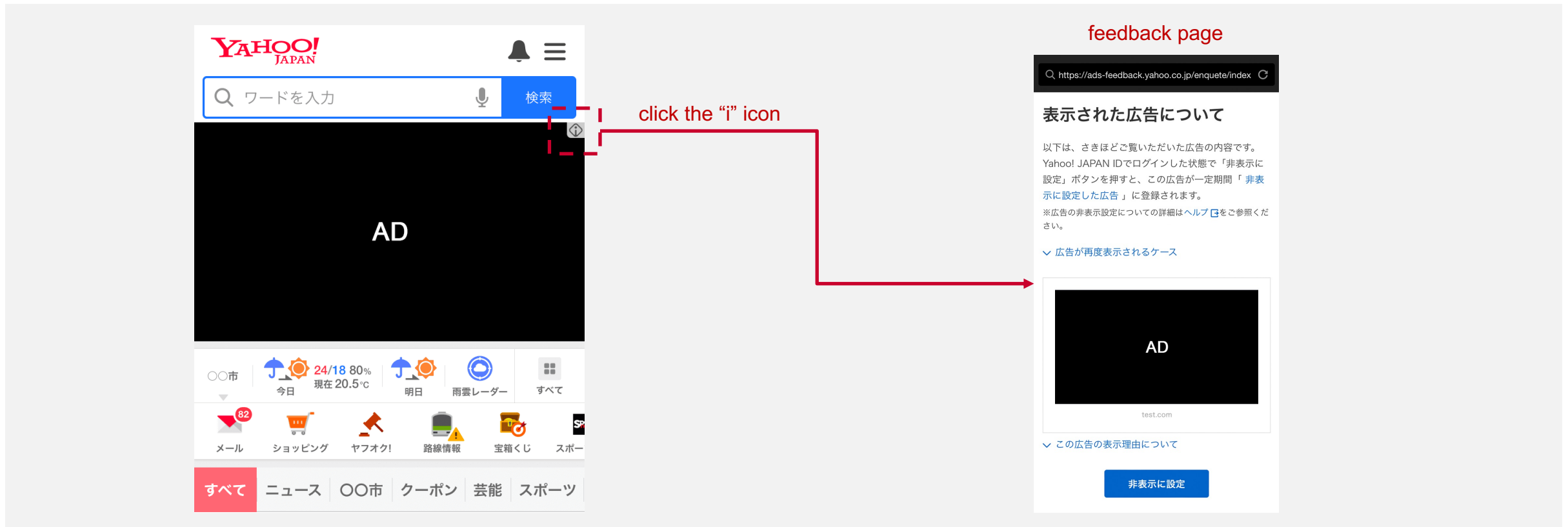


# Proposal on FLEDGE opt-out by user preference

2023 / 5

# The problem with ad opt-out using FLEDGE

In FLEDGE serving, it is not possible to use cookie data or access user's ad preferences in ad serving. Our existing user's opt-out experience ("i" icon in Yahoo! JAPAN Ads) does not work.



# Available opt-out control in current API

Use `leaveAdInterestGroup()` to remove Interest Group (IG) from the browser. This can be triggered by user inside Fenced Frame.



there are several problems with `leaveAdInterestGroup()`

# The problems with `leaveAdInterestGroup()`

1. User can rejoin the IG they opted out from. By visiting the advertisers site again, they will be unexpectedly opting into the same IG
  - using `leaveAdInterestGroup()` is a temporary removal
2. If the same ad creative is linked to multiple IG, by opting out of one IG will still show the ad from the other IG.
  - The current opt-out control only done by IG and not controllable beyond that.(ex. advertiser\_domain, creative\_category)
  - ex) Let's say we have 2 interest groups, "Brand A - red shoes" or "Brand A - blue shoes". When you want to opt-out from all Brand A ads, but after opting out from "Brand A - red shoes", you will still see the ads with "Brand A - blue shoes".
3. When serving via both FLEDGE ads and non-FLEDGE ads, by opting out from FLEDGE IG will not be shared to non-FLEDGE serving
  - Unable to share the user's opt-out preference between FLEDGE and non-FLEDGE
4. Unable to cover the existing opt-out controls
  - It's not possible to opt-out on a setting page on an advertiser's website.

# The problems with `leaveAdInterestGroup()`

If the opt-out control between FLEDGE and non-FLEDGE are different, it will lead a user's confusion.

It is hard for users to distinguish between FLEDGE and non-FLEDGE creatives. Providing two different opt-out options will require careful consideration in educating users.

# Proposal to handle ads opt-out in FLEDGE

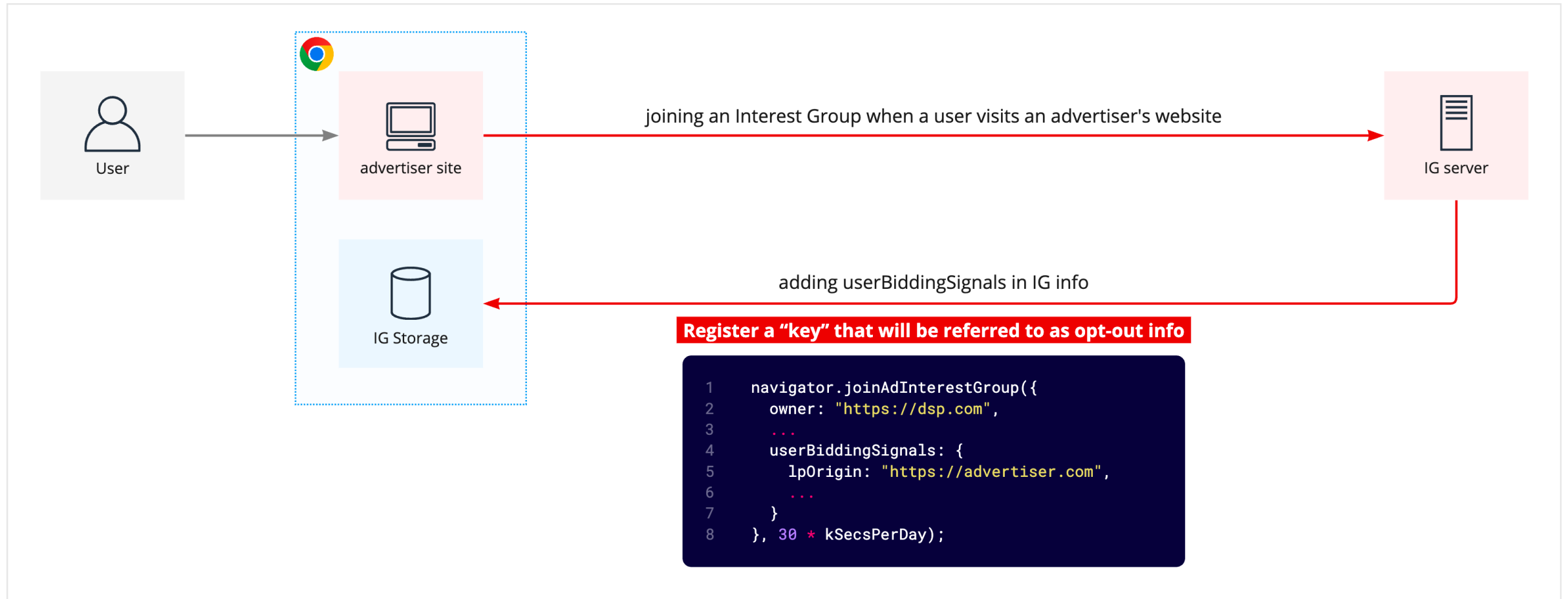
Two proposals to achieve the opt-out control in FLEDGE

1. New API to add/remove the opt-out data
2. Browser storage to save the opt-out data, which is only accessible from worklet

# Expected flow / Adding IG from adv site

register a key info for opt-out in `userBiddingSignals`

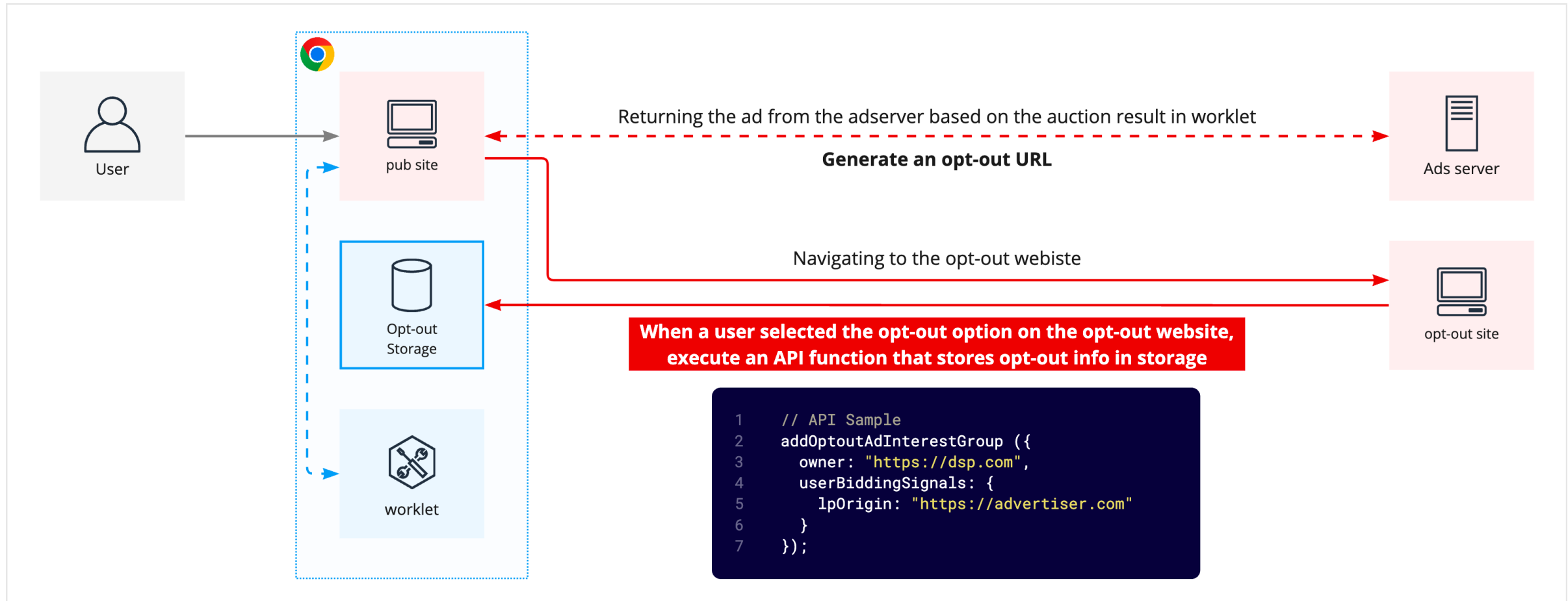
\* No API change expected in this step



# Expected flow / User initiating the opt-out from publisher's site

Run an API that stores the opt-out info in dedicated storage. This will be executed when user initiated opt-out action on publisher's site

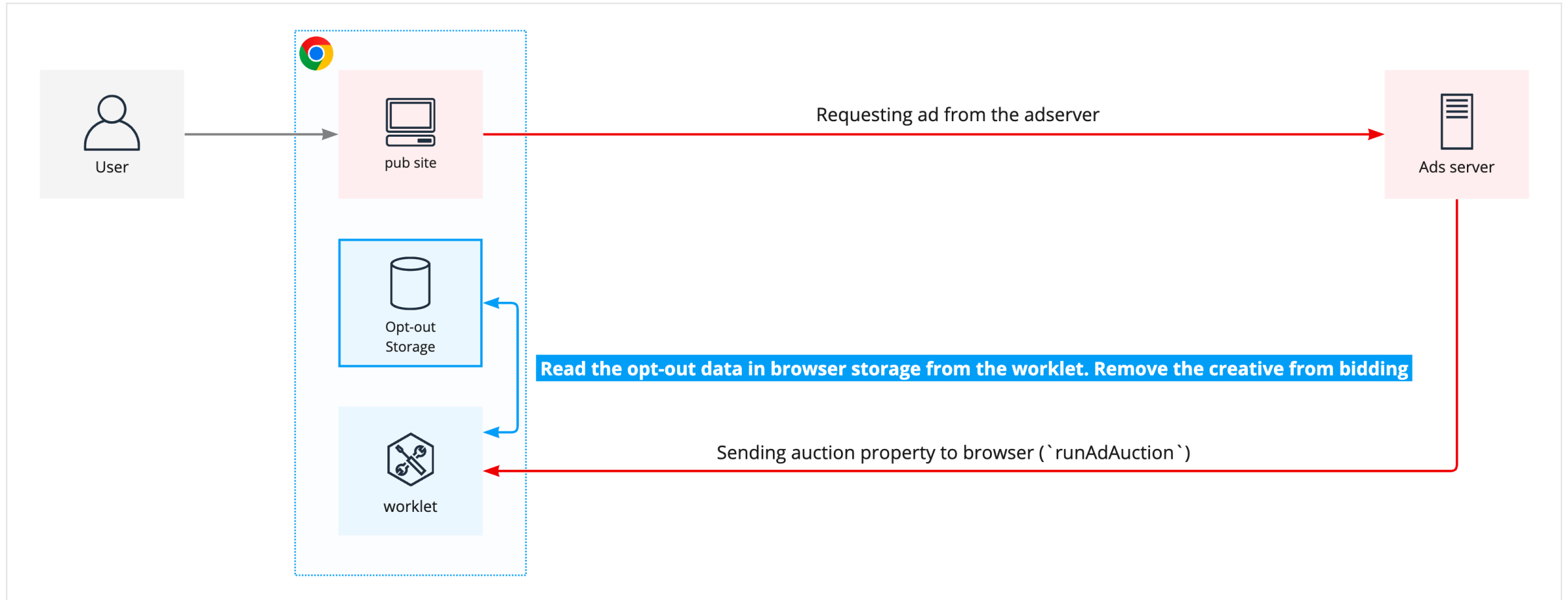
\* Customize the opt-out URL linked from the creative





# Expected flow / applying filters from opt-out storage (revisiting publisher site)

In any future auction, the worklet will access to the opt-out storage to filter out the registered creative



# API

## 1. Register opt-out info

```
1  addOptoutAdInterestGroup ({
2    owner: "https://dsp.yahoo.co.jp",
3    userBiddingSignals: {
4      lpOrigin: "https://advertiser.com"
5    }
6  })
```

## 2. Delete opt-out info

```
1  removeOptoutAdInterestGroup ({
2    owner: "https://dsp.yahoo.co.jp",
3    userBiddingSignals: {
4      lpOrigin: "https://advertiser.com"
5    }
6  })
```

- `owner` field is required
- Add the key info of opt-out in `userBiddingSignals`
- API can only do registration and removal. The opt-out data is only accessible from a browser worklet

# Problems solved with this API

1. Opt-out info will be stored in a browser storage, so even if the user joins the IG again, it will be filtered out at the auction step. Not a temporary opt-out like using `leaveAdInterestGroup`
2. The key for opt-out data is controlled by adtech's side. Not only by IG, but can also expand to other units like advertiser\_domain, or creative\_category, etc.
3. The API is externally executable so it is possible to run the opt-out after the page navigation or link with non-FLEDGE opt-out info.
4. Can provide opt-in functionality by allowing both registration and deletion
5. Minimize user confusion by providing consistent opt-out UX

# Unsolved problem

- It is possible to register / delete any domain as an owner for this API  
-> This can be solved by limiting the API when only “owner’s eTLD+1” and “API execution eTLD+1” are the same

# Privacy considerations

- Opt-out registration and deletion are only possible via API. Reading the opt-out data is possible only from the worklet.  
-> Minimize the risk for being used for fingerprinting

**YAHOO!**  
JAPAN