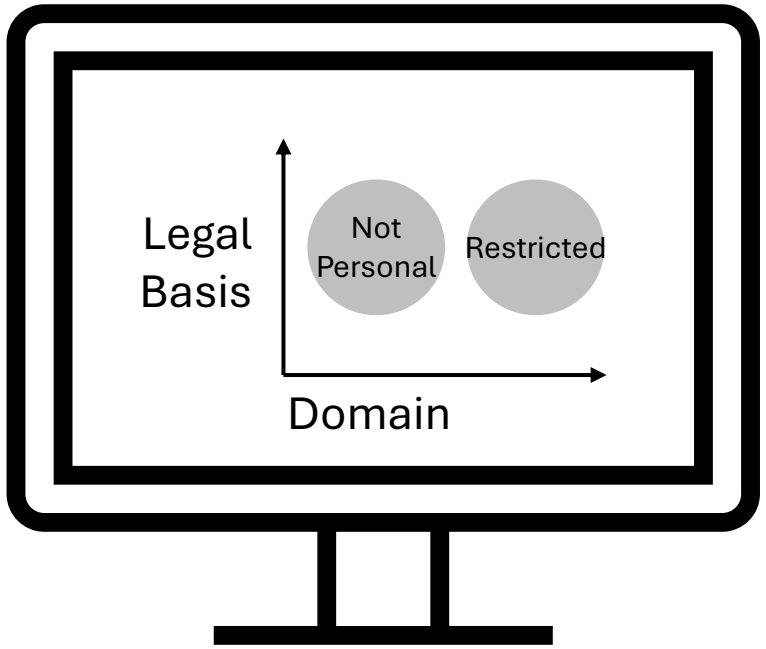
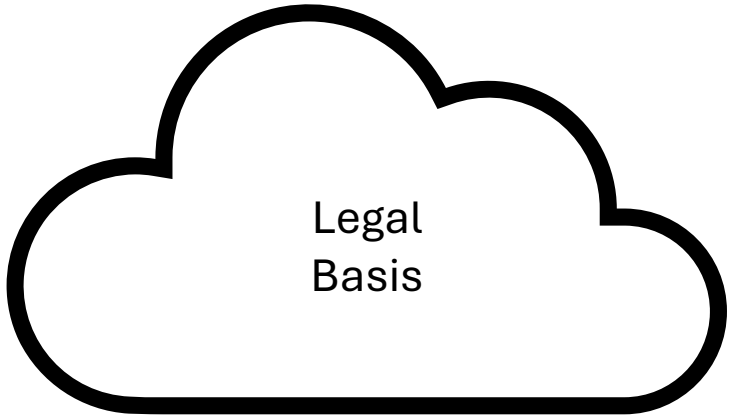
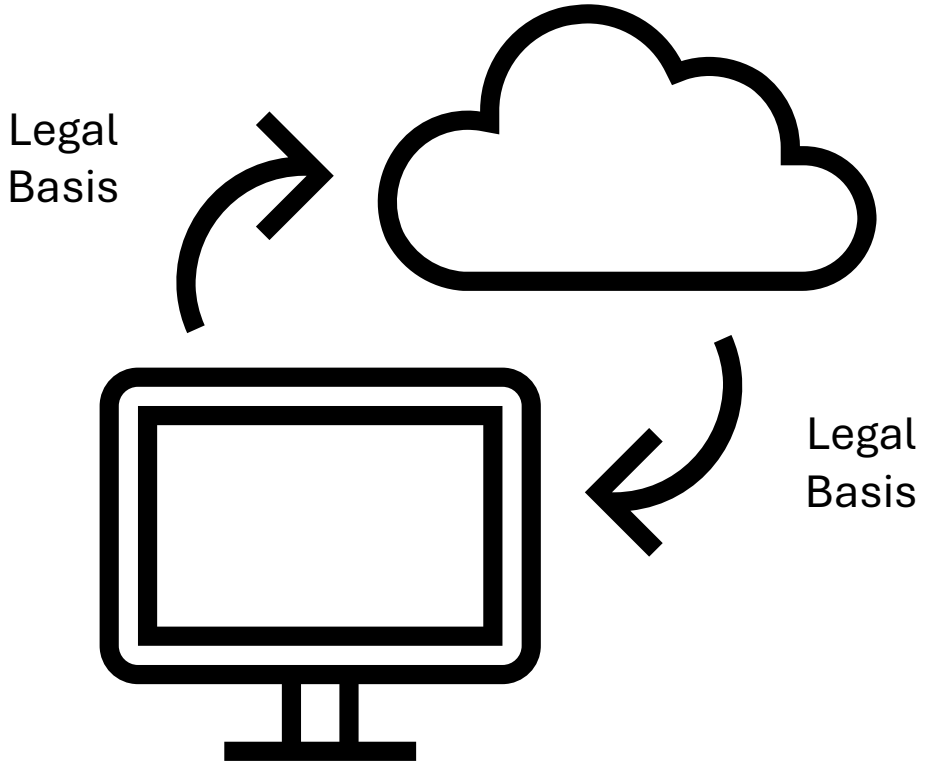
Data Labels:
The Next Dimension

Web Browser



Cloud



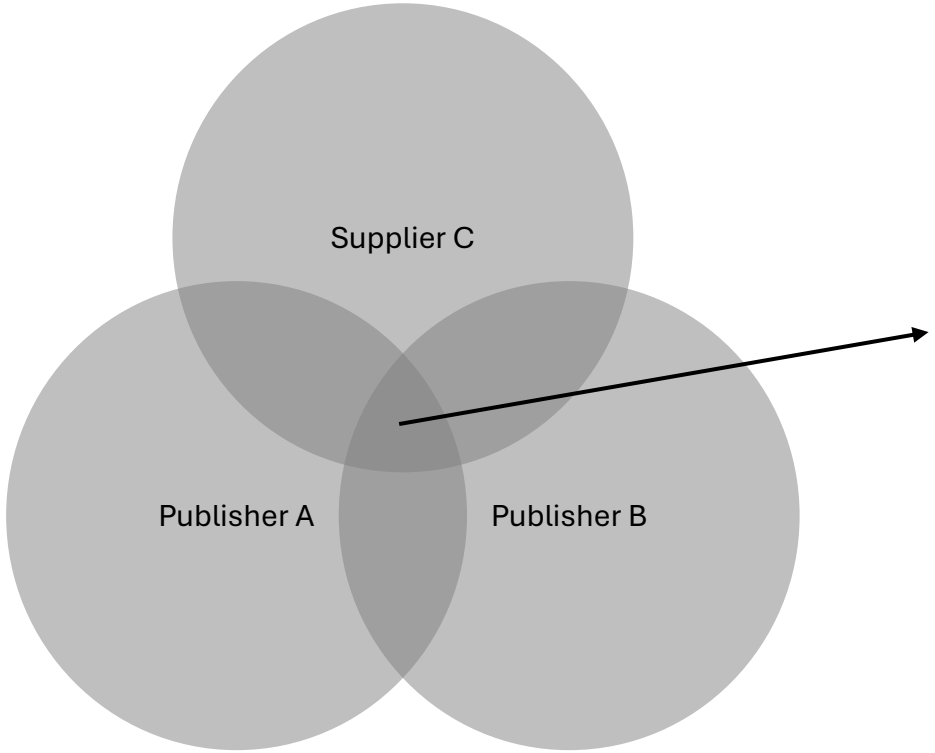

Legal
Basis
Legal
Basis

Cookies - Writing

```
Set-Cookie: SID=31d4d96e407aad42; LBU=https://ex.io/eu-ads-v1.html
```

LBU = Legal Basis URI = an immutable document that contains the contract used to collection, share, use, and restrict the value associated with the cookie name

Cookies - Retrieval




```
content-security-policy: lbu-src
https://ex.io/eu-ads-v1.html;
```

OpenRTB

```
{
  "id": "7979d0c78074638bbdf739ffdf285c7e1c74a691",
  "lbu": [ "https://ex.io/eu-ads-v1.html" ],
  "device": {
    "make": "Samsung",
    "model": "SCH-I535",
    "os": "Android",
    "osv": "4.3",
    "ip": "192.168.1.1",
    "geo": {
      "country": "USA"
    }
  },
  "user": {
    "id": "bd5adc55dcbab4bf090604df4f543d90b09f0c88"
  }
}
```

LBU = Legal Basis URI = an immutable document that contains the contract used to collection, share, use, and restrict the value associated with the OpenRTB node and its descendants

Out of Scope

- Specific privacy laws
- Constraints for data label documents (beyond immutable)
- Machine readable agreements
- User notifications & consent
- Identifying non-compliance
- Sanctioning non-compliance
- Use of data labels for content

Benefits

- Delivers the proven value associated with unrestricted interoperability
- Web browser vendors become honest brokers “keeping score” only
- OpenRTB seeds widespread data use improvements
- Unleashes a wave of innovation. E.g.
    - Competition among data labels (like open-source licenses)
    - Grading different data labels
    - Pre-selected allow and disallow lists
    - Aggregate or individual reporting – privacy grade icon
    - Proving internal & cross organization compliance
    - Enforcement
    - Many more unforeseen

We added an S to HTTP.
Let’s upgrade interoperability using a multi-discipline approach.

Questions?