NIELSEN MOBILE SDK: PRIVACY

Nielsen values privacy as much as you do

Privacy Protections Include:

– Disclosure of the collection of viewership data in app store description

– Disclosure of the collection of viewership data in EULA / Privacy Policy

– A link in the EULA/Privacy policy, or in another conspicuous location within the App, to a Nielsen-hosted web page outlining what Nielsen is collecting and how it is being used

– Method for users to opt-out of Nielsen measurement

Mobile/Tablet Ratings data flow

| 1. Preparation	2. User	3. Nielsen	4. Data provider	5. Nielsen
• Content is tagged with Nielsen ID3 Watermark containing timestamp and crediting information • Content Provider or MVPD builds SDKs into apps	• User visits app store, selects app and is offered a chance to learn about Nielsen measurement • User downloads app • User has option to opt-out of Nielsen measurement • SDK collects limited data, primarily ID3 tags and AdIDs, and sends it to Nielsen	• Nielsen sends hashed values and AdIDs to data providers • Nielsen aggregates ID3 tag counts and maps against programs to measure raw viewership	• Provider receives ping with the group of hashed values and AdIDs • Applies age and gender demographics to the AdIDs • Returns aggregated age and gender demographics associated with hashed values to Nielsen on a daily basis	• "Calibrates" data provider age/gender demos to correct for known biases • Adds age and gender demos to program count data • Creates ratings by combining this with other sources of viewing

NIELSEN
- Does not know user's identity

DATA PROVIDER
- Gets no content information
- Does not know whether user is viewing an ad or video content
- Does not know which app is being used
- Does not know the values they are de-duping/aggregating for

Nielsen collects only what it needs for audience measurement

Every view of creditable, watermarked content will be measured by Nielsen

APP

Nielsen ID3 tag

Ad ID
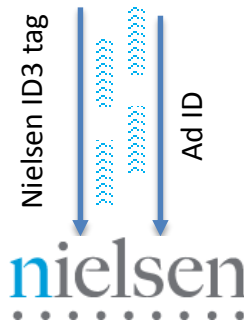
nielsen

Nielsen ID3 tag

All other app content

DATA COLLECTED BY SDK TRANSMITTED TO NIELSEN

Nielsen ID3 Watermark	Device/App Info	Nielsen Identifiers
Final Distributor Timestamp	Device OS Version	Client ID
Program Content Timestamp	Device Model	Campaign ID
Mobile Breakout Code	Device Advertiser ID (Apple IDFA or Google Ad ID/Android ID)	Nielsen Unique Device ID
Commercial Credit Code – Linear or Dynamic	Cache Buster	Application ID
Time Shifted Viewing Code	App Version	Device Group (ex. Tablet, Smartphone, Desktop)
Segment Number	App Name	OS Group (ex. Android, iOS, Windows)
Segment View Pattern	SDK Disabled Flag	SDK Version
	Server Code	IP Address for DMA, Country Code
	Channel or URL	

If the client provides CMS data and chooses to enable DPR, the SDK will be able to collect that Program ID/Name, Episode Name/Length, and DPR Flag

DATA SENT TO PROVIDER

Nielsen ID3 Watermark	Device/App Info	Nielsen Identifiers
Final Distributor Timestamp	Device OS Version	Client ID
Program Content Timestamp	Device Model	Campaign ID
Mobile Breakout Code	Device Advertiser ID (Apple IDFA or Google Ad ID/Android ID)	Nielsen Unique Device ID
Commercial Credit Code – Linear or Dynamic	Cache Buster	Application ID
Time Shifted Viewing Code	App Version	Device Group (ex. Tablet, Smartphone, Desktop)
Segment Number	App Name	OS Group (ex. Android, iOS, Windows)
Segment View Pattern	SDK Disabled Flag	SDK Version
	Server Code	DMA, Country Code
	Channel or URL	

Data is hashed, and encrypted using AES 128 before transmission to data provider

EXAMPLE PING SENT TO PROVIDER

Data Components	Example
Campaign ID – (campaign, placement, creative)	Hashed value (ex. ff12725d724fac7934cf6003f096b4cd)
Country Code	segment1=9000
DMA	segment2=41
OS Group (ex. iOS, Android)	segment3=iOS
Device OS Version	iOS6.1
Device Advertiser ID	f5f243fe6d
Device Group (ex. Tablet, Smartphone, Desktop)	tablet
Cache Buster	1376971827360

Example of a ping sent to Data Provider: https://provider.com/cgi-bin/brandlift.php?campaign_id=ff12725d724fac7934cf6003f096b4cd&placement_id=a4164b8fba9ee7c873a9c72c7091bb58&creative_id=25280139b61a947e127a52f56c8a2fdd&segment1=9000&segment2=41&segment3=iOS&OSVer=iOS6.1&c9=&devgrp=tablet&h=f5f243fe6d&rnd=1376971827360

Opt out

Opt out of Nielsen Measurement:

✓ Nielsen App SDK provides method for users to opt-out of Nielsen Mobile Measurement

✓ "Platform agnostic" opt-out implementation approach - same for iOS and Android SDK

✓ Does NOT rely on "Limit Ad Tracking" setting for opt-out since our systems provide measurement metrics and does not serve ads to users

WHAT DO YOU NEED TO DO?

1 - UPDATE APP STORE DISCLOSURE

Allows users to learn more about Nielsen measurement from a short blurb in the App store description.

Please note: This app features Nielsen's proprietary measurement software which will allow you to contribute to market research, like Nielsen's TV Ratings.
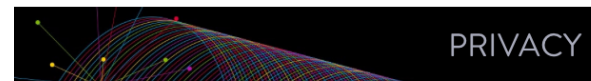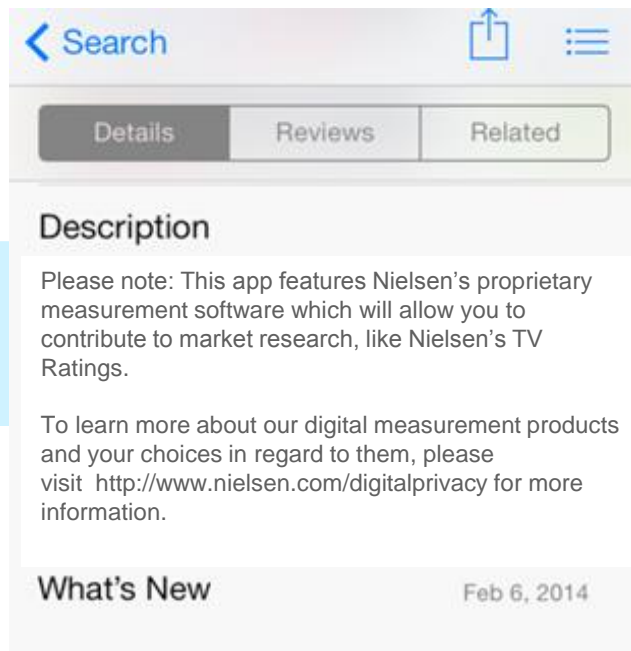
To learn more about our digital measurement products and your choices in regard to them, please visit http://www.nielsen.com/digitalprivacy for more information.

1 – UPDATE APP STORE DESCRIPTION

Example of App Store Disclosure

PRIVACY

DIGITAL MEASUREMENT PRIVACY POLICY

Nielsen uses its proprietary digital measurement products to measure and analyze how consumers engage with media across online, mobile and emerging technologies, and offer insights into consumer behavior.

Search app in App Store or Google Play

‹ Search

Details   Reviews   Related

Description

Please note: This app features Nielsen's proprietary measurement software which will allow you to contribute to market research, like Nielsen's TV Ratings.

To learn more about our digital measurement products and your choices in regard to them, please visit http://www.nielsen.com/digitalprivacy for more information.

What's New   Feb 6, 2014

- How We Use Our Technologies to Collect Information
- What Information Do We Collect?
- How Do We Use This Information?
- With Whom Do We Share Information?
- Data Retention & Security

2 – ADD OPT OUT OPTION

Allow users to opt-out from within the app.

To opt-out, users must be able to access Nielsen's "About Nielsen Measurement" page from within the app. The user can click a link on that page to opt-out.

Option:
- Include an **About Nielsen Measurement and Your Choices** selection near the link to own Privacy Policy in the settings to your app.

Requirements:
- The link is NOT hardcoded into the app;
- The webpage does NOT open outside of the app (ex. in Safari);
- The button or link requests the "About Nielsen Measurement" URL from the SDK and opens a webpage in a webview from within the app;
- The opt-out/opt-in selection from the user will be set within Nielsen page and that selection must be passed to the SDK within the app.

2 –OPT-OUT SEQUENCE DIAGRAM

Note   When the webview is closed, the status returned from the webview must be passed to the SDK within the app. The SDK manages the user's choice (opt-out/opt-in) so this status is not required or need to be manage by the app.
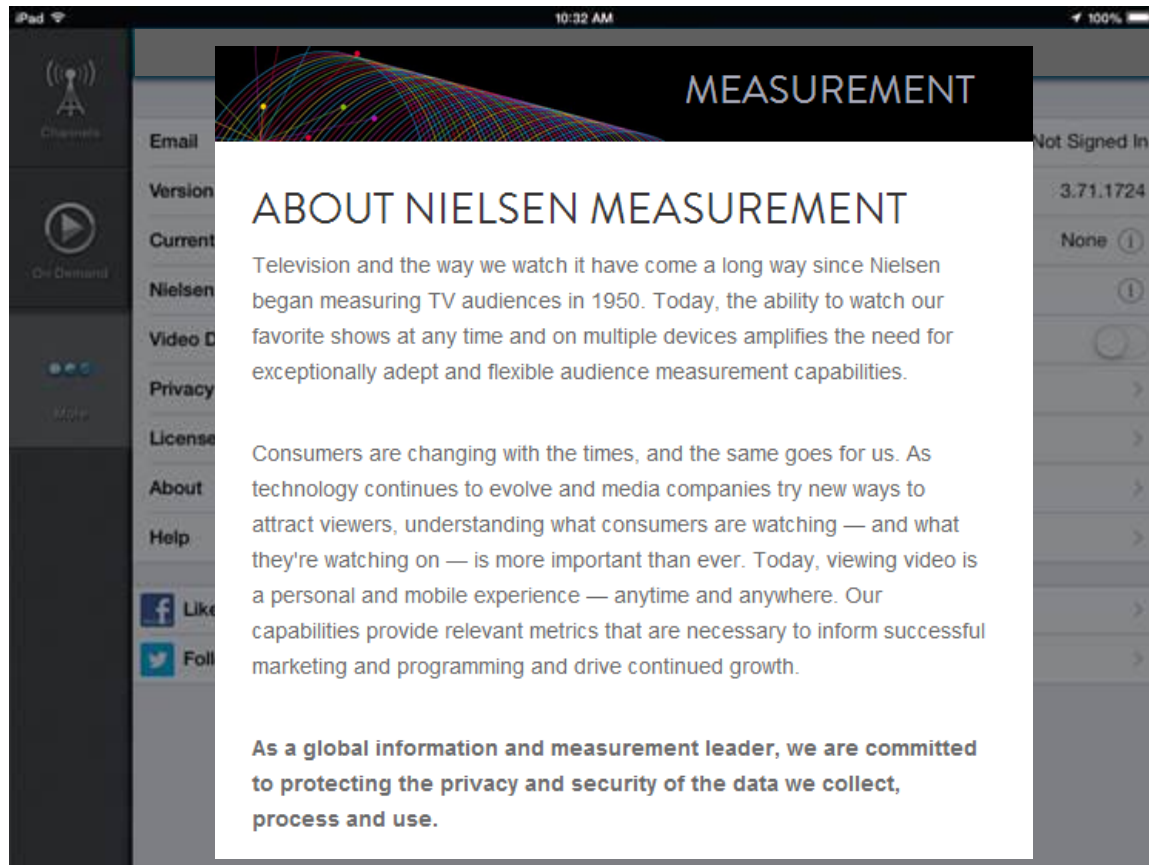

Opt-out Sequence
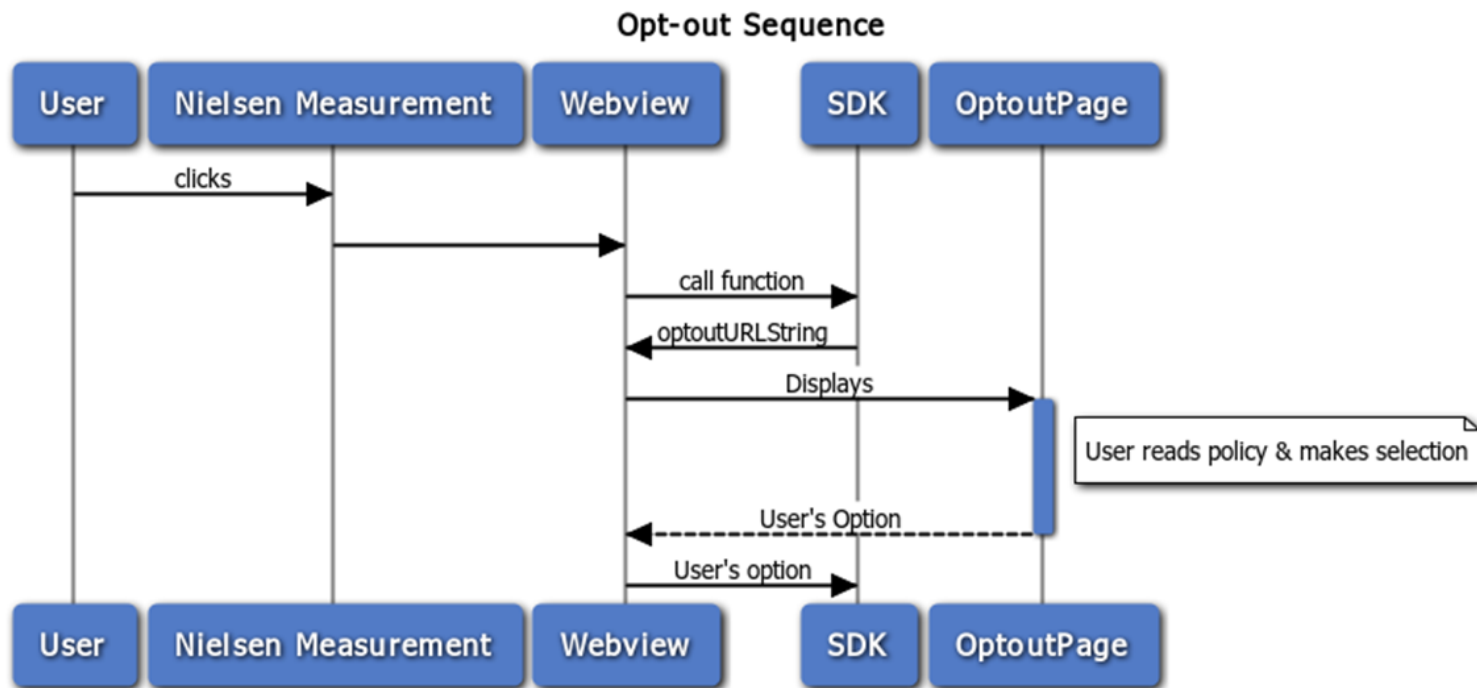
2 – ADD OPT OUT OPTION

Include **About Nielsen Measurement and Your Choices** link in your Privacy Policy/EULA or as a button near the link to your app's own Privacy Policy.
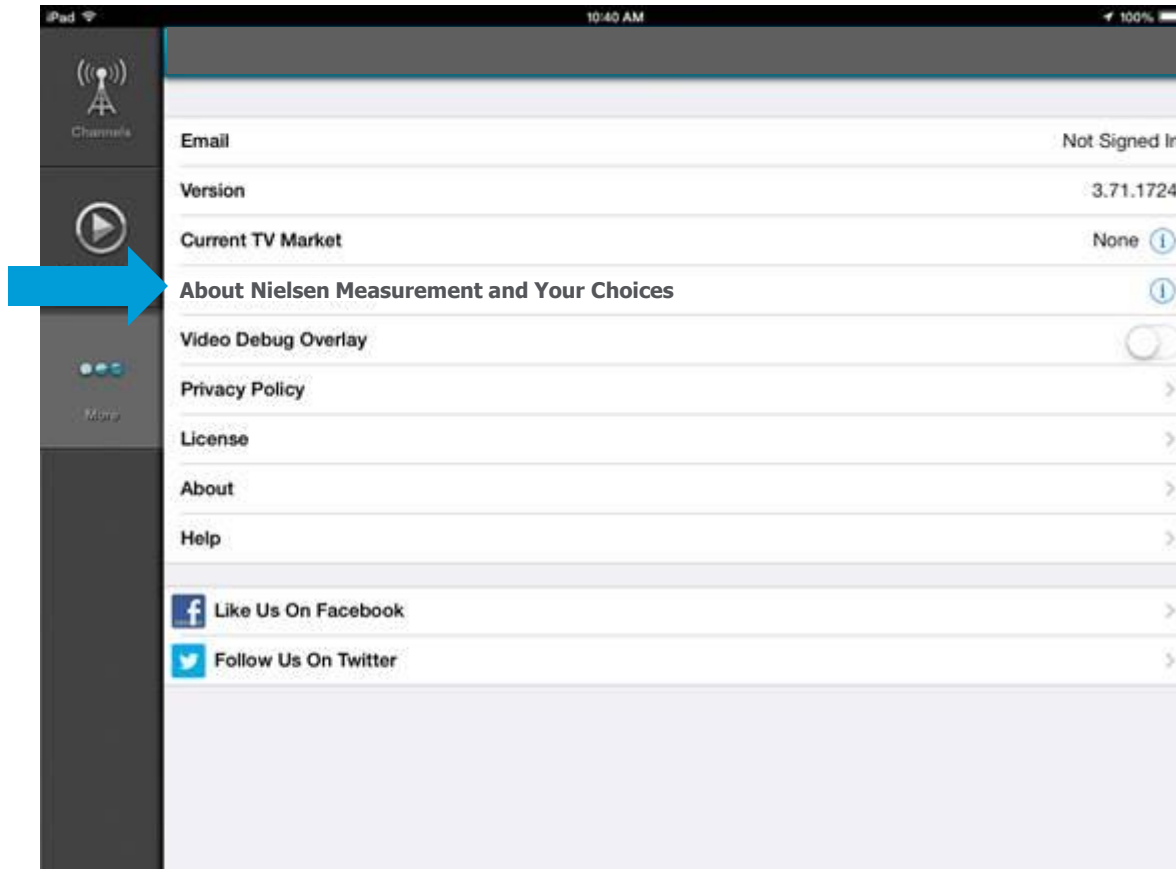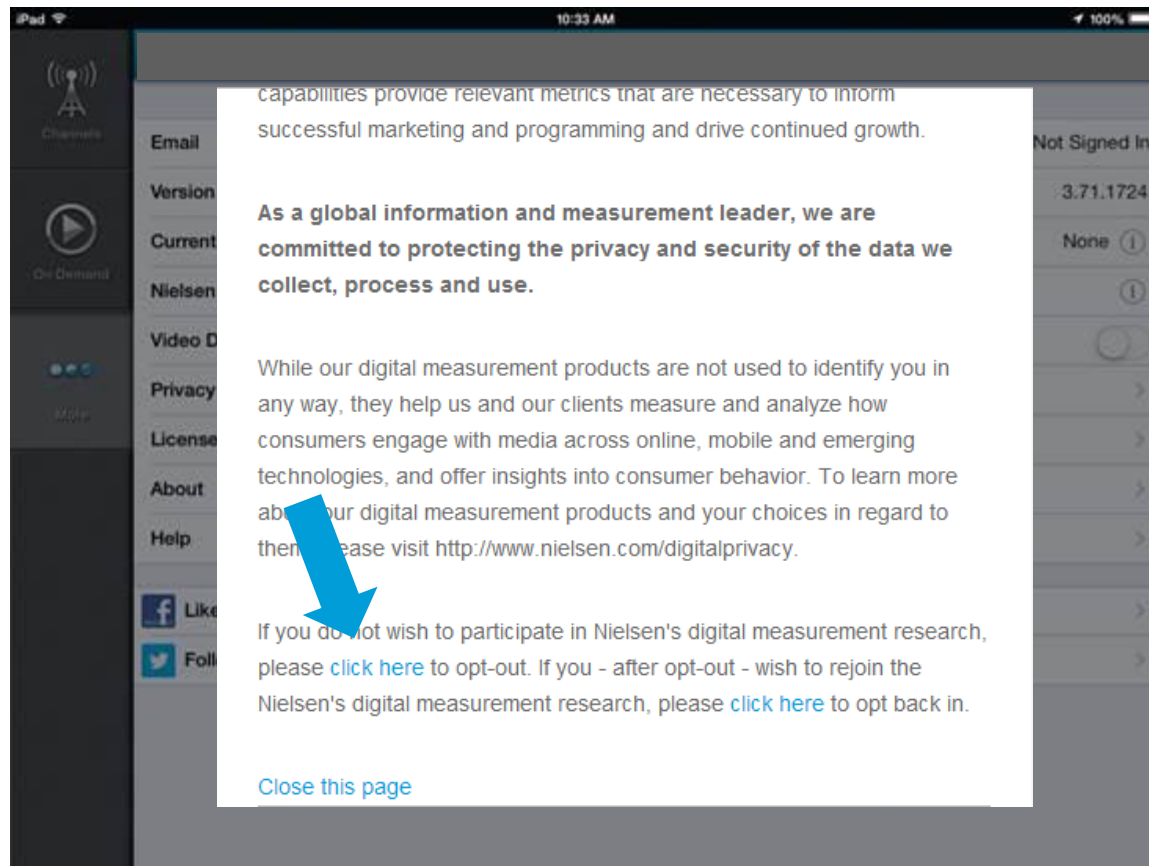
2 – ADD OPT OUT OPTION

Activate "About Nielsen Measurement" webpage*

*The URL to this webpage should be called from the SDK and opened in a webview within the app, not within Safari or Chrome outside of the app

2 – ADD OPT OUT OPTION

User can click opt-out link to opt out.

When the link is clicked, the app must pass the opt-out status to the SDK to opt the user out of measurement