



English

Ensure PIPL compliance

Using the Unity Ads SDK with Audience Pinpointer campaigns

If you have activated the Acquire Optimization setting from the Unity Ads Monetization dashboard to enable Audience Pinpointer user acquisition campaigns on iOS, you will need to ensure your game is updated to at least version 3.7.1 of the Unity Ads SDK and using either the Unity consent solution or passing a custom consent form to comply with PIPL.

Only data from players who have consented to both ads personalization and to have their personal information transferred outside of China will be included in Audience Pinpointer campaigns.

Please note that because traffic in China is subject to opt-in rates, low opt-in rates may impact the post-install quality of your Audience Pinpointer user acquisition campaigns.

What do you need to do?

To maintain compliance with PIPL, you'll need to use Unity Ads SDK version 3.7.1 or higher and activate the [Acquire optimization](#) setting on the Monetization dashboard. For more information, refer to the documentation on [using the Unity Ads SDK to pass post-install events](#).

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Documentation

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